

Dunlop says 'Don't Take The Road' during national lockdown

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Dunlop is asking South Africa to play our part by staying home, as the world fights the Covid-19 pandemic.

The company, owned by Sumitomo Rubber South Africa, has launched a 'Don't Take The Road' message urging the public to leave our roads empty during the 21-day national lockdown.

Businesses, schools, restaurants and other public places across South Africa have shut down over this period, in an effort to enforce social distancing. This is a bold yet necessary move by the President of South Africa, H.E. Cyril Ramaphosa to curb the spread of the Coronavirus.

"In trying times like these, brands have a responsibility to put our nation first, and we're proud to heed the call made by our President to stay home. We hope this video sheds light on how important it is for South Africans to do just that," said Riaz Haffjee, CEO of Sumitomo Rubber South Africa.

'Don't Take The Road' is currently flighting on eNCA, YouTube, and social media platforms.

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Sumitomo Dunlop



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