

Dunlop Take The Road

Issued by [Sumitomo Dunlop](#)

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As we look forward to taking the road again, let us do so responsibly.



Following on from Dunlop's "Don't Take The Road" video, the new message reminds people that we are still on the journey with them and to stay safe as they return to work.

In the message, Dunlop has also subtly introduced its purpose-led initiative, Asivikelane, which started in Ladysmith and has now become a national movement to drive collective behaviour and social change towards the health and safety of its employees', partners and communities.

Please share this [YouTube link](#) with your friends and family:

Asivikelane! Let's protect each other!

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[Sumitomo Dunlop](#)



Sumitomo Rubber South Africa, known as Sumitomo Dunlop, is a leading tyre manufacturing organisation in South Africa. Sumitomo Dunlop manufactures the Dunlop, Sumitomo and Falken tyre brands for Africa.

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