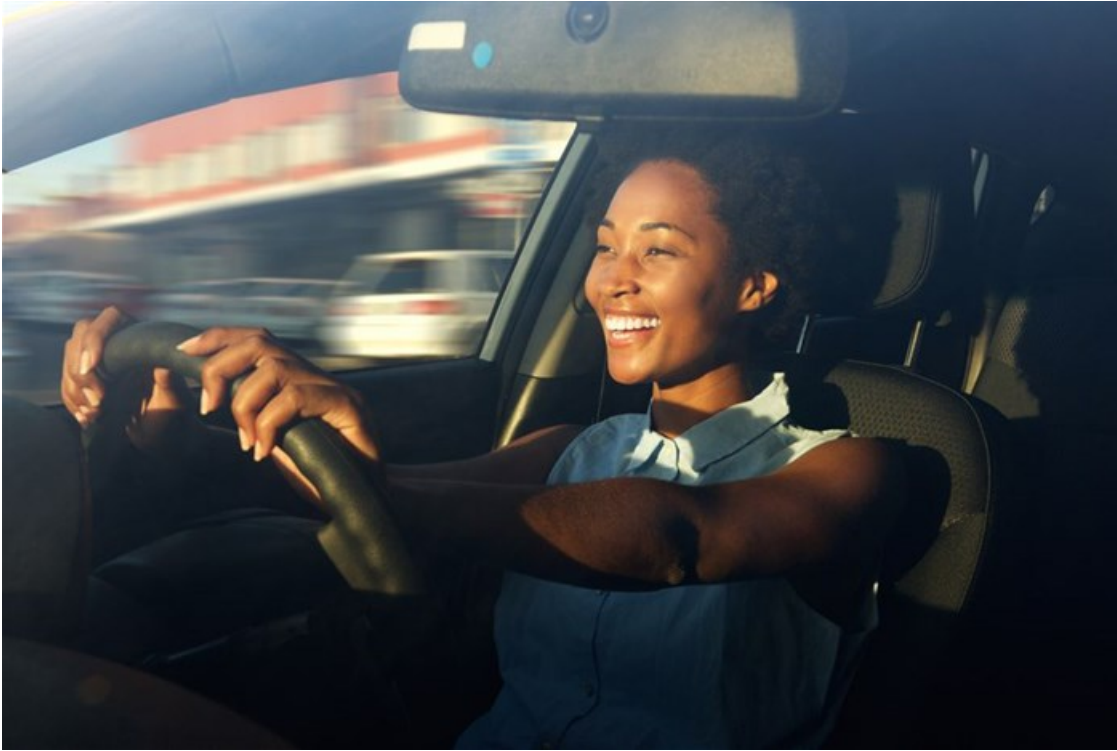


# Free K53 help guides for all South Africans

Issued by [AutoTrader](#)

24 Feb 2020

[AutoTrader](#), South Africa's largest and most trusted motoring marketplace, has invested in making the K53 learner's book available free of charge to all South Africans via help guides.



Leveraging the reach of one of the most visited sites in the country, AutoTrader's goal is to champion wider access to the K53 manual as a crucial step to greater mobility and financial freedom to many.

"As one of SA's leading online auto trading sites, we have the opportunity to assist many South Africans," said [George Mienie](#), AutoTrader CEO. "Obtaining a driving license is a necessary step toward finding personal mobility."

AutoTrader's free K53 manual is available to download and boasts a separate learner's manual, car driver's manual and a motorcycle manual. "To date, the guides have been downloaded over 15,000 times" reports Mienie. Not only is the book free to obtain, it is supported by parking and driver tip videos too.

The research undertaken by Statistics South Africa revealed multiple areas in which the lives of ordinary South Africans through access to better transport options.

2013's report '[Gender Series Volume III: Gender patterns in Transport](#)' detailed that only 27% of eligible South Africans hold a driver's license, and men are twice as likely to have one as women.

"Female carers of children, the sick or the elderly are the most disadvantaged when it comes to accessing transport options," said Mienie "Domestic responsibilities make trip scheduling complex, and it is for these women that a personal license and ultimately personal transport would be hugely beneficial."

Casting the net wider, AutoTrader's market research anticipates shared-ownership of cars as a major local trend that will outpace ride-sharing services, making drivers licenses even more desirable.

Sentiments gathered from AutoTrader's social media channels and SA's leading automotive online platform AutoTrader, reveal that a driver's license is seen as the key to upward mobility with regards to earning capacity, especially by students entering the job market. Interestingly, actually owning a car is seen as secondary.

The free AutoTrader K53 book can be downloaded at <https://k53.autotrader.co.za/>.

▪ **AutoTrader joins global conversation on emissions reduction** 20 Dec 2023

▪ **Do EVs make sense in SA?** 14 Dec 2023

▪ **AutoTrader partners with 2023 FIA World Rallycross** 13 Oct 2023

▪ **AutoTrader powers the e-mobility revolution** 18 Jan 2023

▪ **A comical take on electric vehicle misconceptions** 14 Dec 2022

[AutoTrader](#)



AutoTrader is SA's leading online vehicle marketplace. Bringing together buyers and sellers across all types of vehicles with 5 million visits each month across more than 78,000 vehicles on mobile, tablet, desktop devices and apps.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>