MOTION ONE®
DRIVE READINESS ACADEMY

CORPORATE PARTNER INVITATION



AN INVITATION TO JOIN A HOMEGROWN SOUTH AFRICAN ROAD SAFETY MOVEMENT

A driver's licence can open doors to employment, independence and economic opportunity. Yet the cost of preparation, lessons and licensing can place that opportunity out of reach for many young South Africans.

Motion One aims to make driver preparation and road-safety learning accessible. But safer roads and brighter futures cannot be built by one organisation alone: they need companies, education partners and citizens working together.

TWO WAYS TO BECOME A FOUNDING SUPPORTER

01 SIX FOUNDING CATEGORY SPONSORS

02 THREE SAFETY EXPERIENCE VIDEOS

FOUNDING PARTNER INVESTMENT
R25,000 / MONTH
6 months | R150,000 total per sponsor

SAFETY EXPERIENCE VIDEO SPONSORSHIP
R70,000 / VIDEO
R200,000 for all three

OUR INTENTION

To unite South African businesses and communities in helping young people gain the knowledge, confidence and mobility that can improve their employment prospects and independence. We will begin with free online education and, as support grows, take driver-readiness and road-safety initiatives to schools and universities across South Africa.

WHY THIS MOVEMENT MATTERS

SAFER ROADS. GREATER OPPORTUNITY.

Road safety is at the heart of Motion One. But for many young South Africans, a driver's licence can also be a practical requirement for employment. The Cyril Ramaphosa Foundation has highlighted how qualified graduates may still be excluded from opportunities when they cannot afford driver training and licensing.

> "Driver training is now part of the actual cost of employability for many young people...
>
> Nomaswazi Nkosi | Cyril Ramaphosa Foundation
>
> Article discussing the Cyril Ramaphosa Education Trust (CRET)

Our reason why: We want to help remove one practical barrier between education and employment while promoting safer, more responsible driving. A licence does not guarantee a job, but it can expand access to opportunities, mobility and independence.

The Foundation article describes how the Cyril Ramaphosa Education Trust has incorporated driver's licence support into its broader work-readiness approach. Motion One aims to contribute through accessible preparation, education and future school and university outreach.

Source: Cyril Ramaphosa Foundation, "No Licence, No Job" (14 October 2026).
Quoted for context; this is not an endorsement of the sponsorship proposal.

READ THE FOUNDATION ARTICLE

OPPORTUNITY 1 | SIX FOUNDING SPONSOR CATEGORIES

Become a founding partner in the movement. Support accessible driver education through six relevant sponsorship categories, each connecting to a young driver's journey.

OPPORTUNITY 1

SIX WAYS TO DRIVE CHANGE TOGETHER

Each category connects a sponsor with a practical question in the driver journey.



01 FINANCE SPONSOR

QUESTION 06 | FIRST-CAR PURCHASE

How do I buy my first car?

Understanding vehicle finance, balloon payments, repayments and responsible ownership.

RELEVANT TO FUTURE BUYERS



02 INSURANCE SPONSOR

QUESTION 07 | INSURANCE

How do I protect myself and my car?

Understanding vehicle insurance, what it covers and how to choose suitable protection.

ESSENTIAL FOR ALL DRIVERS



03 VEHICLE PROTECTION SPONSOR

QUESTION 08 | VEHICLE PROTECTION

How do I keep my car safe?

Vehicle tracking, theft prevention, security awareness and personal safety.

BUILD AWARENESS & SAFETY

Proposed educational content and sponsor placements are subject to written agreement.

OPPORTUNITY 1 | CONTINUED

SIX WAYS TO DRIVE CHANGE TOGETHER

Each category connects a sponsor with a practical question in the driver journey.



04 VEHICLE ACCESSORIES SPONSOR

QUESTION 09 | VEHICLE CARE

How do I look after my car?

Practical vehicle accessories, tyre care and essential checks that improve safety, convenience and everyday driving.

KEEP DRIVERS SAFER FOR LONGER



05 VEHICLE SPONSOR

QUESTION 06 | FIRST-CAR PURCHASE

What is the right car for me?

First-car choices, vehicle suitability, affordability and responsible ownership.

SUPPORTING FIRST-TIME BUYERS



06 VEHICLE MAINTENANCE & FUEL SPONSOR

QUESTION 10 | RUNNING COSTS

How do I manage my running costs?

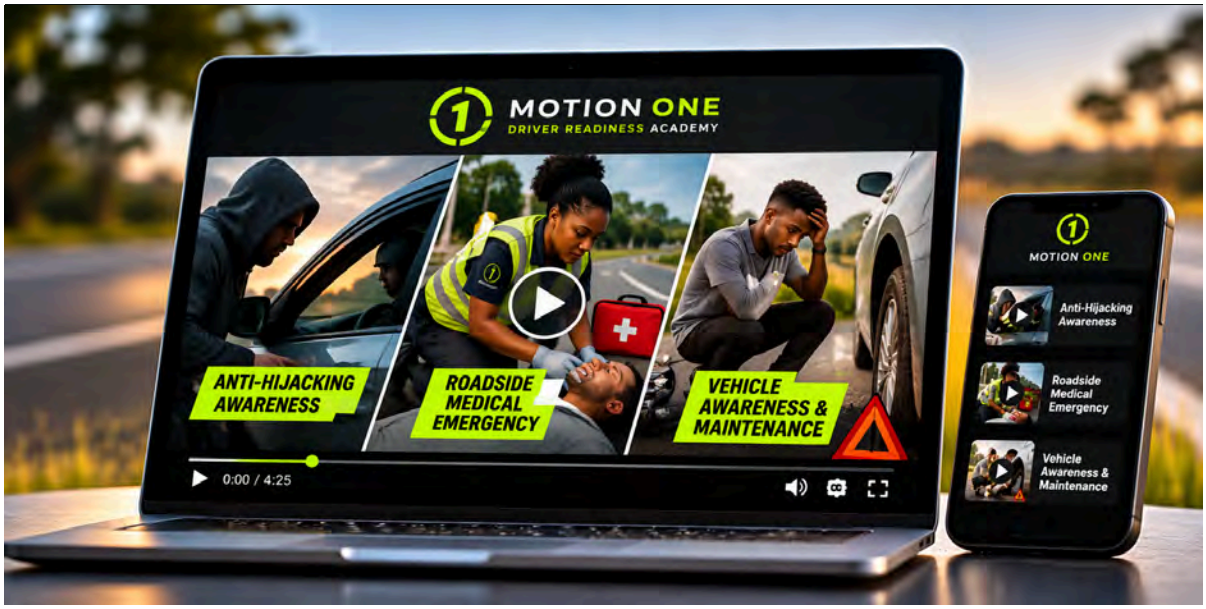
Fuel efficiency, running costs, servicing and ongoing care to keep a car safe and reliable.

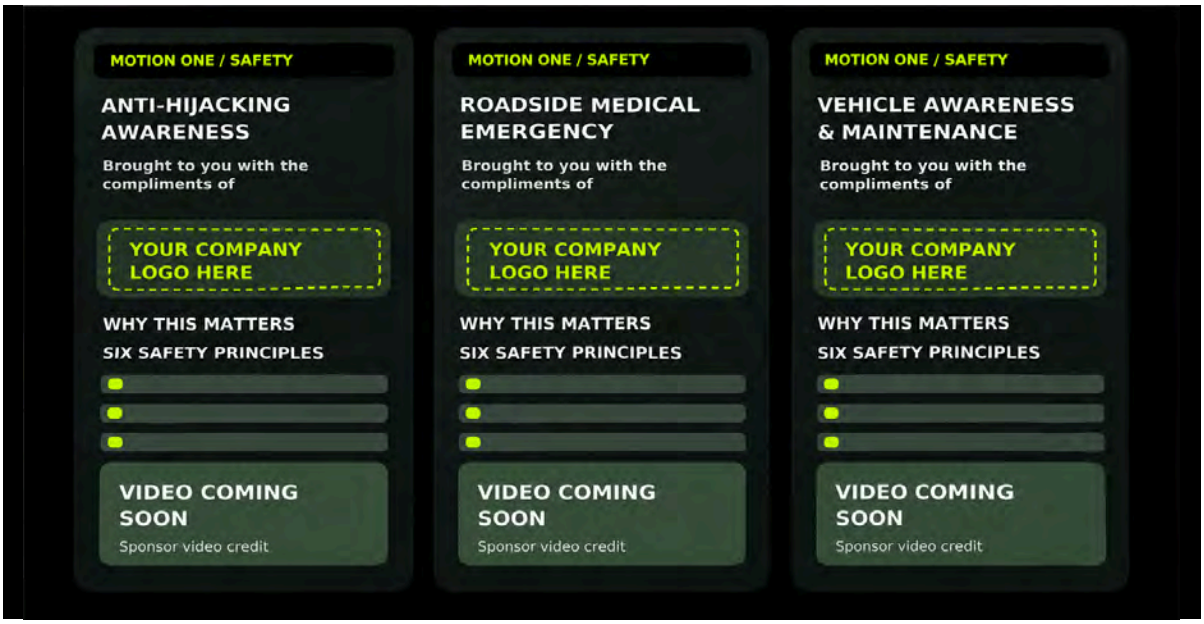
A PRACTICAL, EVERYDAY NEED

Proposed educational content and sponsor placements are subject to written agreement.

OPPORTUNITY 2 | THREE SAFETY VIDEOS

Practical, mobile-friendly safety education that extends beyond the driving test and helps new drivers navigate real-world risks.





THREE PRACTICAL SAFETY EXPERIENCE VIDEOS

ANTI-HIJACKING	Recognising risks and safer decisions
ROADSIDE MEDICAL	Responding to emergencies and seeking help
VEHICLE AWARENESS	Tyres, breakdowns and responsible upkeep

SPONSORSHIP: R70,000 PER VIDEO | R200,000 FOR ALL THREE

VIEW MOTION ONE HOMEPAGE

THREE ESSENTIAL SAFETY PILLARS

OPPORTUNITY 2 | THREE SAFETY EXPERIENCE VIDEOS

Practical safety awareness for drivers and road users of all ages.

01 Hijack Prevention

Presented by TBC

1. Importance of the correct seating position and mirrors
2. Situational awareness and avoid using cell phone
3. Safe stopping distances
4. Awareness of and avoiding high-risk zones
5. Parking at shopping centres, stopping at intersections and arriving at home
6. Accessing ATMs, fuel stations and roadside vendors

02 Vehicle Wise

Presented by AA Training Academy

1. The importance of tyres
2. Understanding vehicle electronics
3. Importance of occupant restraint systems
4. Pre-trip inspection
5. What to do in the case of an emergency
6. Buying a car

03 First Aid Awareness

Presented by ALS Medical

1. Stay calm and assess the situation then assist
2. Correct procedure given the circumstances
3. Correct procedure treating cuts, burns and abrasions
4. How to manage an accident scene as a first responder
5. The do's and don'ts
6. How to administer CPR

WHY JOIN THE MOVEMENT?

A commercial partnership with a purpose: practical learning, relevant visibility and evidence of engagement.

MEANINGFUL SOCIAL IMPACT

Support free driver education that can help young South Africans prepare for safer mobility and greater economic opportunity.

RELEVANT BRAND VISIBILITY

Explore agreed category recognition, learning-page branding, useful co-branded education and digital campaign mentions.

A GROWING COMMUNITY

Motion One aims to build an opt-in membership community by providing free resources young drivers genuinely need.

MEASURABLE ENGAGEMENT

Proposed reporting may include aggregated visits, resource engagement and voluntary sign-ups, subject to agreed capabilities.

A CAMPAIGN WE CAN TAKE FURTHER TOGETHER

Motion One intends to create an online awareness campaign with Arrive Alive, the AA and the Cyril Ramaphosa Education Trust (CRET) to drive target-market awareness and engagement.

Early planning referenced approximately 1.0 million combined follower connections through potential affiliate-partner sharing. This figure is unverified, may include overlapping audiences, and does not represent guaranteed reach or confirmed promotional access.

We're just beginning this journey. Although we cannot yet verify all the figures or potential reach, we believe lasting change requires dedicated partners to join the movement.

Will you join us in making South Africa's roads safer and empowering the youth of our beautiful country?

CONTACT US TO BOOK A DISCOVERY CALL

Partner participation is subject to agreement.

LET'S DRIVE CHANGE TOGETHER!

An invitation to corporate South Africa, road-safety partners and citizens to help build safer roads and brighter futures.

Phase 1: Build the audience through free learner's and driver's licence preparation, a cost calculator and safety learning; secure founding and video sponsors; grow voluntary Motion One Community membership.

Phase 2: Use the credibility and engagement built online to pursue vehicle sponsorship, school and university activations, promotions and practical or advanced driving training opportunities.

No single company, organisation or driver can solve South Africa's road-safety challenges alone. Your organisation can be part of the combined effort to help young people prepare for the road and the opportunities that come with it.

VON KRAUSE | CEO, MOTION ONE

von@motion1.co.za | 082 454 6767

BOOK A DISCOVERY CALL

Thank you for considering an invitation to be a founding partner in a movement to make South Africa's roads safer.

All benefits, partner collaborations, promotional reach and sponsor rights require written agreement. Motion One preparation does not replace official testing or practical lessons. Personal data is not shared without appropriate consent.