



**“I’ve been doing
this job for 20 years,
it won’t happen to me”**



It happens to someone.

**There is an average of five bridge strikes
a day in the UK.**

**That’s at least 1825 drivers per year that
thought it wouldn’t happen to them.**



Measure - display - plan - avoid



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**“I know exactly
how high my truck is,
I don’t need reminding”**



**Display your height -
show it, know it.**



Measure - **display** - plan - avoid



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“Why do I need to measure? Nothing ever changes”



Every day is different.

The only way to be sure is to measure up -
every time, every journey.



Measure - display - plan - avoid



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"I know this route like the back of my hand"



Things change.

No matter what you think you know, always check your route against your vehicle's height.



Measure - display - plan - avoid



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