

CTEK urges drivers to prepare an emergency car kit in case snow or breakdown stops travel

Submitted by: Punch Communications

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Every year, severe winter weather stops people from travelling, but when this happens en route it can be a frightening experience for the driver and passengers who may not know how long they will be stranded.

CTEK, a leading brand of smart battery charging

(<http://www.ctek.com/gb/en/page/whycharge/battery-charging>) and testing products, is therefore urging car owners to prepare an emergency kit comprising the essentials and to leave it in the vehicle through the winter months.

Keeping Warm

Whether snow or an untimely breakdown has stopped travel, it's crucial for people to keep warm whilst waiting for assistance. A blanket and a waterproof coat should be the minimum amount of clothing to be kept in a boot. Or, before old winter clothes are sent to the bin or charity shop, key items should be packed in a bag for the car. Furthermore, a blanket can be used under a tyre to gain traction when stuck in a snow drift.

Keeping Visible

A high-visibility vest or coat is ideal to keep in a vehicle all year round. However, a driver who doesn't own clothing with such reflective strips is best to make sure at least one item in the emergency kit is nice and bright. This is to make signalling for help easier. Red or orange are the clearest colours for signalling, and if the bright item is a hat or scarf it serves two purposes. Keeping a torch in the car is also a must, but the batteries should be regularly checked or else a wind-up model should be purchased.

Keeping in Contact

The worst luck can happen at the most inopportune of times and having a dead mobile phone battery whilst stranded would be one of those moments. If the vehicle's battery has failed, a phone charger that works via the car's cigarette lighter will not be of use. Keep a battery powered phone charger with a set of new batteries at hand, just in case.

Keeping Going

A winter blizzard can turn a 30 minute journey into hours of waiting, so keeping a bottle of water and some food in a car is always a good idea. High-calorie fitness bars, packets of dried fruit and nuts, sweets and crisps are good choices because they won't perish.

Jan-Ulf Soderberg, CTEK's head of brand and marketing, said: "Just as you take steps to look after your car for the winter, for example, checking the radiator's anti-freeze content and using a smart battery charger (<http://www.ctek.com/gb/en/page/whycharge/smart-battery-charger>) to top the charge to the optimum level, you should look after yourself when making a journey in cold, snowy weather. We're

reminding drivers to pack an emergency kit in their cars because breakdowns happen at the most unexpected time and snow can stop a vehicle in its tracks very quickly. Just a few minutes of preparation could keep you warm and safe this winter.”

Visit www.ctek.com to view the wide range of battery protection (<http://www.ctek.com/gb/en/page/whycharge/battery-protection>) and charging products available. Follow CTEK on www.twitter.com/CTEKChargers and like at www.facebook.com/CTEKBatteryChargers.

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