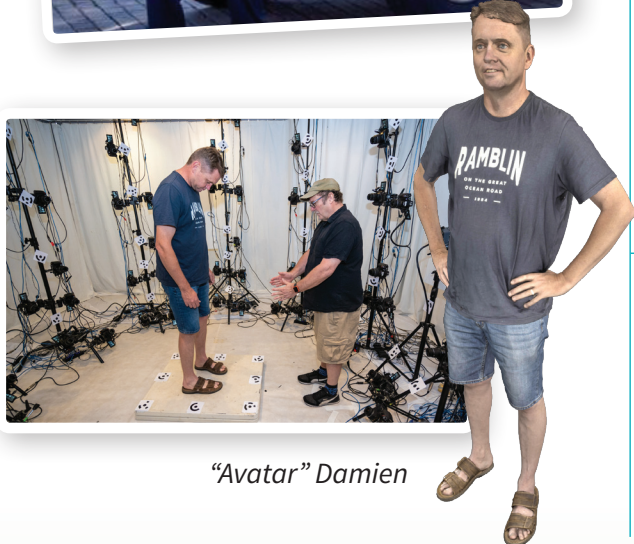


PROJECT

AMBASSADOR

TRUCK DRIVER



"Avatar" Damien

DAMIEN POWER

Damien is an experienced truck driver who brings real life expertise to the Truck Wise Project as well as providing access to his vehicles for road safety promotions.

Power's Country Express is a progressive local Bendigo business providing Transport and Logistics services throughout Bendigo, Central Victoria and Melbourne.

Locally owned and operated by Damien and Emma Power, Power's was excited to celebrate 21 years of business in 2019.

What started with a man and a van in 1998, Power's now has an experienced team of drivers and office staff together with an extensive fleet of vehicles ranging from one tonne vans through to B-double combinations.

The Truck Wise project has provided Power's with a brilliant opportunity to be involved in this exciting awareness campaign which will help educate young drivers and improve outcomes in their behaviour around trucks.

"I believe it is a shared responsibility between all road users to use our roads safely. Power's are fully supportive in any effort to raise awareness and help young drivers understand how to stay safe around heavy vehicles."

As part of the virtual reality production process, Damien was scanned and his image was turned into a driver avatar for the Truck Wise VR experience.



VIRTUAL REALITY INTERACTION

www.truck-wise.com.au

TRUCK WISE
PROJECT
STAKEHOLDERS



BENDIGO
TECH
SCHOOL

