

# Making Quad Bike Safety a Reality on New Zealand Farms



The Safer Rides Programme, instigated by Rabobank, led by Safer Farms and supported by sector partners, has made a powerful impact in improving quad bike safety across New Zealand farms. Findings from the industry-led programme show that more than 130 farm businesses installed crush protection devices (CPDs) through the scheme, which reduced costs by up to 75%.

## How It Worked:



## Key Achievements:



153 vouchers allocated (86% redemption rate)



133 CPDs installed



Over 500,000 people reached through the media



50% increase in CPD sales from partner retailers



84% first-time CPD users

## Who Took Part:



Sheep & beef farmers



Dairy farmers



Heard about the programme via media articles



Of applicants had less than 5 employees

# Making Quad Bike Safety a Reality on New Zealand Farms



## Beyond the Vouchers

- Farmers purchased CPDs even without vouchers
- Some chose to upgrade vehicles for safety
- Retailers saw increased enquiries and sales

## What's Next?



Expanding the programme to include training and other safety technology options



Broader incentives for quad bikes and side-by-sides



Co-design with partners to shape the next phase

## Farmer Voices

*"We want to be as safe as possible out on the farm, so we come home each night to our kids."*

*"I have rolled a quad bike before and it was the roll bars on it that stopped the quad coming down on top of me, so I do think they are very important."*

*"We find they do not impact at all on the serviceability of the bike. I'm very grateful to the sponsors and Safer Farms for helping to set up the initiative."*



*"I would absolutely recommend to other farmers that they get bars fitted. It was a great programme. I saw the opportunity and thought 'I'll do that.'"*

*"Always wanted to install one but couldn't afford it."*

## Thank You to Our Safer Rides Partners:



QUADBAR NZ

