

## NEWS

# Nine Die In Borno Auto Crash

From Njadvara Musa,  
Maiduguri

**N**NINE people died in Borno State, when an 18-seater Toyota commercial bus crashed on the Maiduguri-Bama road after the driver lost control as a result of a burst front tyre.

The remaining nine passengers also sustained injuries. Confirming the auto crash and the death of passengers and the driver of the bus, the Borno State sector commander of Federal Roads Safety Commission (FRSC), Mr. Alfred Adebeye said the driver of the vehicle was conveying 17 passengers to Gwoza from

the Bama motor park in Maiduguri when the driver lost control from a burst tyre.

He said three people including the driver died on the spot at about 8.15 a.m., 20 kilometres from Maiduguri, the state capital.

He said the remaining 15 passengers that sustained various degrees of burns and injuries were

rushed to the University of Maiduguri Teaching Hospital (UMTH) by the rescue team of the road safety commission for treatments.

The commander attributed the auto crash to the potholes on the Maiduguri-Bama-Gwoza-Mubi road, stating that with the tyres pounding the potholes severally, the tyres are

bound to burst, because of the excessive heat and loosening of the tyre threads that prevent tyres from bursting.

The Guardian learnt that six of the passengers who were admitted at the hospital died yesterday from the various injuries they sustained in the automobile accident.

Five bodies of the nine passengers including the

driver were still at the hospital mortuary as at yesterday as relations were yet to claim their remains.

Adebeye cautioned drivers against "speeding and reckless driving" on the bad roads, stating that accidents were bound to occur on most of the roads, when drivers defied basic motor traffic rules and regulations.



## Superbrands Unveils 2010/2011 Programme

By Onyedika Agbedo

**A**S part of efforts to make the process more transparent and subsequently have an acceptable result, selection for the Superbrands Nigeria programme will henceforth be based on empirical research.

Project Coordinator, Superbrands Nigeria, Maxwell Marshal disclosed this recently in Lagos at the formal launch of the 2010/2011 programme of the world's largest independent brand research and promotional company.

Marshal noted that after the first Superbrands programme in Nigeria that in 2008, "we took a year off to reorganise our approach to the programme and we are formally launching."

He said: "The new programme is based on a much more thorough selection process. We are partnering with ACNielsen, a global marketing research firm, with worldwide headquarters in New York City, which will conduct empirical research as the basis for determining the Superbrands."

Expert Tasks Govt On