

*Press release*

**“FOR VIETNAMESE KID’S SAFETY ON THE ROAD”, MICHELIN VIETNAM AND AIP FOUNDATION PROMOTE WEARING HELMET AMONG CHILDREN**

*Ho Chi Minh City, April 27<sup>th</sup>, 2011* – Michelin Viet Nam in coordination with AIP Foundation donated 1,515 helmets through the *Helmets for Kids* program to the teachers and students of Phuoc Long Primary School in District 9, Ho Chi Minh City. Michelin Man and Miss Vietnamese World – Luu Thi Diem Huong as a Road Safety Goodwill Ambassador participated in the ceremony, promoting traffic safety and raising awareness on proper helmet use among children.

According to Vietnam National University in Hanoi’s recent research, child helmet use rates are extremely low - approximately 31 percent in Ha Noi, Danang, and Ho Chi Minh City. Ha Noi has the lowest rate of helmet use among students at 16 percent. Low helmet use is partially attributed to lack of awareness about the safety value of helmets among adults and children. Contributing to Vietnam’s road safety efforts in the United Nations Decade of Action for Road Safety (2011-2020), the AIP Foundation-led Vietnam Helmet Vaccine Initiative is launching a three-year public awareness campaign to address myths about child helmet use and laws. Michelin is a leader in the Vietnam Helmet Vaccine Initiative, a coalition of committed road safety stakeholders in Vietnam.

“Michelin Vietnam, as a leader sponsor of the Vietnam Helmet Vaccine Initiative, is honored to coordinate with the Vietnamese government and AIP Foundation to sponsor the *Helmet for Kids* program with the slogan “for Vietnamese kids’ safety on the road” and to spread the message of ‘safety on the road’,” said Mr. Guy Bourget, Managing Director of Michelin Vietnam. “The “for Vietnamese kids’ safety on the road” *Helmets for Kids* program is one of Michelin’s fundamental activities that shows our commitment to raising awareness of safety on the road among children and our local community.”

Michelin Man with living tire image, Representatives from the Ho Chi Minh City Traffic Safety Committee, Department of Education and Training, Miss Vietnamese World – Road Safety Goodwill Ambassador Luu Thi Diem Huong and director/model Duy Bang joined teachers, students and parents of Phuoc Long Primary School to participate in the ceremony. Michelin Man played with the children, participating in a helmet-decorating activity. Miss Diem Huong also joined in training the students on how to wear their helmets properly.

“As Miss Vietnamese World, I’m very honored to take part in these meaningful activities for the community. The parents must be aware that the risk of brain injury for both the driver and the passenger is equal. Thus, the parents must get used to putting helmets on their children’s heads as part of a regular routine.”

“Road traffic crashes have a tremendous impact on the health and well being of children in Vietnam,” said Mirjam Sidik, Executive Director of AIP Foundation. “Through the *Helmets for Kids* program and training activities for children and parents at the school, we hope to create a safer traffic environment for the children.”

“According to statistics from the National Traffic Safety Committee, approximately 12,000 fatalities and 20,000 injuries are caused by road traffic crashes every year. Further, 35 percent of these fatalities are children,” said Nguyen Ngoc Tuong, Vice Chief of the Department of Traffic Safety Committee in Ho Chi Minh City. “There are many factors that contribute to road traffic crashes, but one key contributor is lack of knowledge about the safety value of helmets. Most parents do not think about getting helmets for their children or encouraging them to wear helmets to prevent injuries.”

Phuoc Long Primary school is located on a dangerous road with dense traffic and poor infrastructure. The school’s traffic environment puts students at high risk during their daily commutes to and from school. As such, Michelin identified the school as high priority to helmet donations.

For media contact:

Nguyen Hoang Anh

Communications director

AIP Foundation

Mobile: 0913033303

Email: [hoanganh@protec.com.vn](mailto:hoanganh@protec.com.vn)

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### **About AIP Foundation**

The Asia Injury Prevention Foundation (AIP Foundation) is a U.S. registered 501 (c)(3) non-profit organization that uses public-private partnerships, public awareness education, and school-based programs to reduce the rate of traffic injuries and fatalities in developing countries. AIP Foundation has offices in Hanoi and Ho Chi Minh City, Vietnam, Phnom Penh, Cambodia, and Bangkok, Thailand. In 2001, AIP Foundation built its non-profit helmet assembly plant, V-SPEC, which manufactures Protec brand tropical helmets. These helmets offer an environmentally appropriate, safe and affordable option for motorbike and bicycle users.

In 2009, AIP Foundation, in collaboration with the FIA Foundation and the World Bank Global Road Safety Facility, launched the Global Helmet Vaccine Initiative, an international coalition with the objective of “putting a helmet on every head in the ‘Decade of Action for Road Safety (2011-2020).”

For more information about the AIP Foundation, please visit [www.asiainjury.org](http://www.asiainjury.org).

### **About Michelin Group**

Michelin is dedicated to sustainably improving the mobility of goods and people by manufacturing and marketing tyres for every type of vehicle, including airplanes, automobiles, bicycles/motorcycles, earthmovers, farm equipment, trucks and the US space shuttle.

Michelin tires are able to provide the best balance of performances. And users choose Michelin tires in the first place because of its superior advantages (safety, fuel efficiency and longevity) and also because they care about the safety of their family, and the rest of road users as well as the respect for the environment.

It also offers electronic mobility support services, on [ViaMichelin.com](http://ViaMichelin.com), and publishes travel guides, hotel and restaurant guides, maps and road atlases.

Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has around 111,000 employees and operates 70 production plants in 18 different countries.

[www.michelin.com](http://www.michelin.com)

### **About Michelin Man**

The Michelin Man is the brand ambassador of both Michelin group and the Michelin brand and has been their standard bearer all over the world since 1898. Because of his longevity, visibility among his different audiences and the values that he has stood for since the beginning, in the year 2000 was voted “Best logo symbol of all time” (Financial Times jury)

The Michelin Man is absolutely unique. He is much more than an advertising icon, he is a character in his own right: as the ambassador of the Brand, he makes it more accessible and more friendly.

The Michelin Man sustains and speaks for Michelin’s commitment to better mobility, both in terms of its performance (of products, services, initiatives and results) and responsibility. In Vietnam, he is called “Người lốp Michelin” (Tire Man - Michelin) to make him friendly, trustworthy and close to Vietnamese’s heart.

[www.michelinman.com](http://www.michelinman.com)

Media contact: +848-39118115 ext 102