

## PRESS RELEASE

### ***MobileKids Vietnam and Safety with Moki Tour targets child car safety, reaching nearly 1,850 students***

**HO CHI MINH CITY, Vietnam – 7 July 2020**

Supported by Mercedes Benz Vietnam, AIP Foundation officially launched Phase II of the *MobileKids Vietnam* program and *Safety with Moki Tour*, which will bring helmet safety and road crash prevention education to nearly 1,850 children ages 8-10 years old at Chi Lang Primary school, Ward 11, and Hoang Van Thu Primary school, Ward 6, in Go Vap District, Vietnam. The inaugural “kick-off” ceremony took place at Chi Lang Primary School, with representatives from the Ho Chi Minh City Department of Education and Training, Traffic Safety Committee, Go Vap Bureau of Education and Training, and Mercedes-Benz Vietnam, in attendance.

**In 2019, the total number of vehicles in Ho Chi Minh City, alone, has exceeded over 755,000 cars and trucks, and over 7.2 million motorbikes. Additionally, the number of people with registered cars rose 8.15% since 2018.** With the increase in car drivers, the *MobileKids Vietnam* and *Safety with Moki Tour* has expanded the scope of its programming to focus on child car safety, ensuring both students and parents are aware of the potential dangers and risks when driving children.

Utilizing adapted training materials that were developed with educational experts during Phase I of the program, Phase II of the *MobileKids Vietnam* and *Safety with Moki* program will also give students the opportunity to participate in training workshops to learn about safe behaviors when inside cars, such as how to get out of a locked car, fastening their seat-belts and using child restraints, refraining from leaning out of an open car window, and always watching carefully whenever opening a car door, in addition to helmet safety education.

**Mr. Brad Kelly, CEO of Mercedes-Benz Vietnam**, stated, “Safety is part of our brand’s DNA and we want to deliver safety awareness to the next generation. Following the success of last year’s *Mobilekids*, which benefitted 974 students across 22 classrooms, we are pleased to deliver 41 trainings this year to students in a lively, interactive manner that will directly benefit their safety.”

“It is our priority to ensure that the students in our community are empowered with the tools and resources to practice safe road behavior, and have the knowledge of how to react in risky situations. Coupled with our growing population and rate of new drivers, this educational life-saving program is necessary for students,” said **Mr. Nguyen Ngoc Tuong, representative of the Ho Chi Minh Traffic Safety Committee**.

The *Safety with Moki* tour uniquely features in-class “edutainment” (educational and entertainment) training sessions and road safety challenges in the form of games, puzzles, and Q&As. Additionally, in each classroom, three students with the highest scores on their road safety education challenges will be awarded the title of “Moki ambassador”, enabling them to serve as positive road safety models for their peers.

**Tran Vinh Bao Chau, a student of grade 3/2, Chi Lang Primary school** said, “I would really like to become the Moki Ambassador because not only do I get to learn important things about how to stay safe on the road, but I will also get the chance to be a classroom leader.”

Large vehicles are often conducting U-turns, causing greater traffic congestion and unsafe conditions for pedestrians and bicyclists. At Hoang Van Thu Primary School, which is located on a narrow street with high traffic volume occurring at rush hours, especially when parents pick up their children, students are particularly vulnerable to potential road crashes.

**Mr. Trinh Duy Trong, representative of the Ho Chi Minh Department of Education and Training** further commented, “Chi Lang Primary School is located off of the busy Quang Trung street, a risky road environment which poses a serious threat of road injury. We are glad that this program is directly addressing risk factors in this community, and that students will learn important skills, which will keep students safe and can prevent injuries.”

“Empowering young children to learn about road crash prevention at an early age is key to ensuring long-term effectiveness of behavior change campaigns. Whether students are on a bus, in a car, or on the back of a motorcycle, they should be given the knowledge and tools on how to protect themselves to avoid a potential injury, or in the case of an emergency,” said **Mirjam Sidik, CEO of AIP Foundation**.

#### **About Vietnam MobileKids**

Since 2018, AIP Foundation has partnered with Mercedes-Benz Vietnam through the *Vietnam MobileKids* road safety campaign to raise the road safety awareness of students, teachers, and community members in Ho Chi Minh City. Through school-based road safety educational activities and the development of a traffic safety e-curriculum, *Vietnam MobileKids* leverages educational and entertaining materials to promote “edutainment” in road safety education. The campaign features a school-based educational tour with Moki, the campaign’s road safety mascot, provides students with safety equipment, and engages them in interactive challenges and activities to promote understanding of key road safety topics.

#### **About Mercedes-Benz**

Mercedes-Benz Vietnam Ltd. (MBV) set up the automotive business in Vietnam from 1995 with the core business of assembling and selling passenger cars. For 25 years of operation in Vietnam, Mercedes-Benz has continuously contributed to the growth of Vietnam automobile market and become a major part of Vietnam’s auto-DNA. The Stuttgart-based brand are now assembling four mainstream products in Vietnam including the C-Class, the E-Class, the S-Class and the GLC. 2019 marked another successful year of the “Three-pointed star” when reaching the sales volume of more than 6.800 units, setting the new record of Vietnam luxury car market. Mercedes-Benz Vietnam takes all effort to invest in modern facilities as well as innovative technologies in order to offer the best vehicles for customers. Currently MBV has the largest authorized network in premium segment with 16 outlets nationwide, and keeps expanding. MBV has long-term commitment with its valued customers and creates nearly 900 local jobs (excluding its authorized dealer network). In addition, MBV was honored as one of the “Top Tax Payers” by Ho Chi Minh City People’s Committee in recent years.”

#### **About AIP Foundation**

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 18 years, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit [www.aip-foundation.org](http://www.aip-foundation.org) or connect with us on [Twitter @AIPFoundation](https://twitter.com/AIPFoundation).

**For media contact:**

**AIP Foundation**

Gabby Cohen, Communications Coordinator, AIP Foundation

74 Mac Dinh Chi Street, Da Kao Ward, District 1, Ho Chi Minh City, Vietnam

Tel: (+84-28) 6299-1409 Ext. 128

Email: [gabby.cohen@aipf-vietnam.org](mailto:gabby.cohen@aipf-vietnam.org)