

## FOR IMMEDIATE RELEASE:

### Otis Elevators bolsters AIP Foundation's traffic safety initiatives, supports *Helmets for Kids*



**Hanoi, 2 October 2009** – Otis Elevator Vietnam donated 571 helmets to first grade students and teachers of the Tay Son School Primary School in Hanoi. Otis Elevator gave hundreds of helmets to a kindergarten in Ho Chi Minh City last year, and continues its active participation in promoting road traffic safety in Vietnam once again.

Otis Elevator worked with AIP Foundation to donate the helmets through the foundation's *Helmets for Kids (HFK)* program. The ceremony will allow pupils to demonstrate their road safety knowledge through games and performances. Both AIP Foundation and Otis employees will be in attendance to enjoy the festivities. In addition to the donation of helmets, Otis will send a team to train all teachers and children about elevator and escalator safety.

This donation of helmets proves exceptionally timely, as the Vietnamese government recently passed a new helmet law, making it mandatory for children from age six to put on helmets whenever on a motorbike. This draft decree should be brought before the Prime Minister in October for his signature of approval. Police would fine parents (from 100,000 – 200,000 VND) who are carrying juveniles (age six to 18) without a helmet, or who were wearing a helmet improperly. The new decree emphasizes the importance of high quality helmets to best protect the wearer. Mr. Trinh Duc Minh from the DoET agrees, “Laws are in place but we must educating youth about traffic safety is of the utmost importance, especially at this critical juncture. Programs like *HFK* are examples of how to engage the youth, their parents and their teachers on this important issue.”

Otis Elevator Company believes in safety for all – and has one of the world's best safety records in vertical transportation. Its leadership in promoting road safety in Vietnam underlines its commitment to not only safety, but to community and the country. “At Otis, giving back to the communities we work in is a priority, and a way of doing business. We are delighted to continue our relationship with AIP Foundation and their *Helmets for Kids* program. Helmet use is vital to improving road safety, and road safety education is especially important for children, the future of our community.” Mr. Michael Griffin, Managing Director of Otis asserts.

Greig Craft, President of AIP Foundation says: “*HFK* is a fantastic program because it couples the donation of a helmet with education and training. AIP Foundation strives towards sustainable solutions to the road traffic fatality epidemic, and it is through the continued generosity of sponsors like Otis, that we can promise to have an effective, sustainable impact on the safety of roads in Vietnam and Southeast Asia.”

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Ms. Pham Bich Diep, Principal of Tay Son Primary School believes that “children are the key to our future, and ensuring that they wear helmets, and understand safe traffic behavior are crucial steps in improving road conditions.”



**About OTIS: The world rides on Otis.** What do the Eiffel Tower, the Kremlin, the Washington Monument, Madrid’s Royal Palace and Japan’s first skyscraper have in common? Otis elevators! Otis elevators and escalators touch the lives of people in more than 200 countries around the world. The company is both global and local, serving the needs of our customers wherever they live and do business. The Otis Company - the world’s leading manufacturer, installer and maintainer of elevators, escalators and moving walkways also runs two other operations in Vietnam, Express and Sigma.

Mr. Otis Safety is the safety spokesperson for the Otis Elevator Company.



Since 1878, Express Elevator started its long and glorious history. Winning the splendid honor of Royal Warrant of United Kingdom, Express has engraved its name as one of the most classic brands in the world elevator history. Express has become an independent brand, at the same time, a wholly owned subsidiary of OTIS Elevator since 1982.



**SIGMA** represents the Sigma Elevator Company. LG Elevators, filial of LG, and Otis, also a Korean elevators and escalators specialist formed a new firm called Sigma Elevator in 2002. SIGMA Elevator is dedicated to providing its customers with the best quality products and services. SIGMA elevators feature unmatched safety, ride comfort, and modern design. SIGMA escalators and moving walkways come with the same safety and comfort and are integral parts of our modern urban aesthetics.



**ALL SAFE** means SAFETY FOR ALL. Safety and reliability have been Otis’ foremost concerns since the earliest days. Today, Otis has one of the best safety records in the vertical transportation industry. We work constantly to improve the safety of existing products and develop safer technologies for new products. Otis emphasizes a corporate policy of “safety first” and implements standardized procedures to ensure that every installation and service task is performed the safest way, every time.

For more information about Otis can be found at: [www.otis.com](http://www.otis.com)

### **About AIP Foundation:**

AIP Foundation is a US nonprofit organization whose goal is to reduce injuries from road crashes, particularly involving children. The foundation provides school-based programs and a road safety public awareness campaigns. Its *Helmets for Kids* (HFK) program has distributed more than 400,000 child helmets to primary schools throughout Vietnam, Thailand, Laos and Cambodia. AIP Foundation's not-for-profit Protec Helmet Company has developed the world's first “tropical” helmet and child motorbike helmet standard QCVN 2:2008/BKHCN. The physically disabled are employed to assemble the helmets at the AIP Foundation factory, creating a valuable social model. All profits are put back into the community.