



FOR IMMEDIATE RELEASE

Trade your used helmet for a standard quality helmet at Protec

March to June 2013 – Vietnam

To encourage motorcyclists and bicyclists to buy helmets that meet Vietnam's national standards, Protec, a non-profit helmet manufacturer belonging to the Asia Injury Prevention (AIP) Foundation, has launched a special incentive promotion to discount up to 45,000 VND for consumers who exchange used helmets to buy new Protec helmets between now and the end of June.

Protec offers a contextually appropriate, safe, and affordable alternative to helmets of substandard quality, smuggled and sold ubiquitously in the Vietnamese market. As part of its efforts to encourage widespread use of quality, safe helmets, Protec has launched the helmet exchange program beginning March 1. Customers who bring a used helmet for exchange will be eligible for the promotion at any Protec showroom nationwide.

As a reliable helmet brand, which cooperates with the government, private sector, and NGOs in traffic safety campaigns, Protec has contributed nearly half a million high quality helmets to AIP Foundation's programs since it was established in 2001. Protec helmets are the choice for motorcycle and bicycle users for being lightweight, airy, safe, durable, and offering variety of designs and types. In particular, Protec helmets come with a warranty and replacement agreement to last even longer.

About Protec

The Protec helmet brand is owned by Asia Injury Prevention (AIP) Foundation, 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. All profits from the Protec factory and sales operations are invested into AIP Foundation's programs. Protec's modern manufacturing plant in the Noi Bai Industrial Zone, Hanoi utilizes the latest technology and materials. Protec helmets are tested and undergo quality control to ensure each product meets the national safety standards QCVN2: 2008/BKHCN. Protec supports the national helmet campaigns, in collaboration with the National Traffic Safety Committee and Ministry of Education and Training.

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, manufacturing Protec brand tropical helmets in Vietnam. These helmets offer an environmentally appropriate, safe and affordable option for motorcycle and bicycle users.

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



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