

## Press Release

# TOTAL VIETNAM IMPROVES TRAFFIC SAFETY AWARENESS FOR STUDENTS

Dong Nai, Vietnam, 2 March 2011 - Total Vietnam in partnership with Asia Injury Prevention (AIP) Foundation launched its Safe Routes to School program at An Loi Primary School, Long Thanh district, Dong Nai province, which provides road safety education to more than 900 students.

“Corporate responsibility is a priority for Total Vietnam,” said Mr. Jean Nehlil, Country Manager of Total Refining and Marketing Vietnam. “Where ever Total operates, efforts are put into building a sustainable environment for the local community. Being faithful to our cause, in Vietnam, we hope that our project with An Loi Primary School will have a positive impact on the whole community of students, teachers, and parents.”

An Loi Primary School is located in a dense traffic area, near National Road 51, where students are at high risk of road traffic accidents during their daily commute to school. Through the Safe Routes to School program, teachers are trained in road safety, in active teaching methodologies and going forward teach an interactive curriculum to the students. Students are able to practice their lessons on a “Traffic Safety Corner” built on the school’s playground. In addition, each student receives a reflective jacket to increase their visibility when they are commuting to and from school. Total Vietnam will also modify the school’s infrastructure - including zebra crossings, sidewalks, and barriers - to improve the road safety environment.

“Road traffic accidents have a devastating impact in Vietnam,” said Mirjam Sidik, Executive Director of AIP Foundation. “Through our educational programs, AIP Foundation aims to create a generation of safer, smarter road users.”

“In 2010, 1,284 road traffic crashes led to 332 deaths and 284 injuries in Dong Nai,” said Mr. Duong Duy Quy, Chief of Secretariat of Dong Nai Traffic Safety Committee. “Children under sixteen are among the most vulnerable road users and comprise of 3.2 percent of traffic fatalities and 5 percent of traffic injuries.”



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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 Total***

**Total** is a French multinational energy company committed to leveraging innovation and initiatives to provide a long-term response to the growing energy demand. One of the largest integrated international oil and gas companies, and a world-class chemicals manufacturer, Total operates in more than 130 countries and has 97,000 employees.

In addition to conducting business according to the highest standards of professional integrity, Total maintains an ongoing commitment to transparency, dialogue and ethics. The group is strategically dedicated to meeting the challenges faced by all businesses when developing natural resources, continuously striving to improve impact management and reduction, integrating its operations into host country cultures, and dialoguing with civil society.