



FOR IMMEDIATE RELEASE

Vespiario brings helmets to children in Wat Sommanat, Bangkok

24 September, 2013 – Bangkok

On September 24, Vespiario (Thailand) Co., Ltd. donated 360 helmets to students and teachers of Wat Sommanat School in Bangkok. The helmet donation launched Vespiario's partnership with the Asia Injury Prevention (AIP) Foundation on the *Helmets for Kids* program to increase helmet use and reduce road traffic fatalities and injuries among children in Wat Sommanat, Bangkok province.

The community of Wat Sommanat is located in the Wat Sommanat sub-district of Bangkok. The majority of students that attend the Wat Sommanat School commute to and from school on the back of their parents' motorcycles without wearing helmets. Many parents in this area work as vendors in nearby local markets and cannot afford to buy quality helmets for their children. Some students walk to school on a four-meter-wide main road without police or volunteers to help them cross safely. These factors put students at a high risk of injury from road traffic crashes every day.

“Vespiario realizes the importance of reducing road dangers for children, beginning with increasing the number of children who do not wear helmets on the road,” said Khun Pornada Tejapaibul, Managing Director of Vespiario Thailand. “Nowadays, there are millions of Thai kids who travel on motorcycles and bicycles without wearing helmets. In response to this critical problem, Vespiario donated 10,000 helmets to children aged 3 to 12 years old at the beginning of 2012. We are continuing this work by supporting the project “Help save one life by giving a child a helmet.” For this project, Vespiario is working with AIP Foundation to donate helmets to children in Bangkok who need them the most.”

Despite a national traffic law mandating helmet use for motorcycle drivers and passengers, only 43 percent of motorcyclists wear helmets on Thailand's roads. Among children, helmet use falls to only eight percent. Many families ignore the law due to a lack of information about road safety. *Helmets for Kids* engages parents to educate them about importance of protecting their children from road injury; and at the same time, teaches children about how wearing a helmets can save their lives.

About AIP Foundation

The Asia Injury Prevention (AIP) Foundation is a U.S. registered 501 (c)(3) non-profit organization that uses social enterprise, 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).”

About Vespiario (Thailand) Co., Ltd.

Vespa has been in Thailand for more than 50 years. The outstanding difference between Vespa and any other motorcycle is that it has both Vespa fans that show off their identity as Vespa users, as well as Vespa fans that use Vespa’s products every day for better, dynamic transportation in a city and for loading and shipping things, as Vespa’s products have motors and bodies that are strong and have large capacities. The classic design of Vespa products is imply for each customer's style, which has made Vespa an icon of identity. In 2009, Vespiario (Thailand) Co., Ltd. was established as the sole authorized distributor of Piaggio and Vespa in Thailand. Since then, Vespa has gained many Thai fans, and continues to have nationwide dealers and fans as well.

Vespiario (Thailand) Co., Ltd. is continuously supporting the project “Help save one life by giving a child a helmet” to increase awareness about the importance child helmet use.

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