



PRESS RELEASE

DENSO donates 628 helmets to students in dangerous traffic environments

15 January, 2016 – Udon Thani, Thailand

Students from Nongsamrong Wittaya School, Chumchon Nakwang School, Chumchon Moomon Wittayasan School, Baan Na Kham Luang School, Baan Men School, and Baan Nong Nok Kian School received 628 high-quality helmets. The helmet donation and the accompanying ceremony were sponsored by Thai DENSO Group as a part of AIP Foundation's *Helmets for Kids* program.

Seven hundred students and teachers, staff from AIP Foundation, DENSO, Rotary Udon Thani, The Chamber of Commerce Udon Thani, and representatives of the Udon Thani Provincial Police, Udon Thani Land Transportation, Udon Thani Rural Roads, Udon Thani Provincial Health Office, Udon Thani Department of Disaster Prevention and Mitigation, and Administrative Office attended the event. Among the attendees were Ratanawadee H. Winther, Chairperson AIP Foundation Thailand, Pinai Sirinakorn, Vice President, Thai DENSO Group and DENSO International Asia Co., LTD, and Chaiyavoot Jarntorn, Governor of Udon Thani Province.

At the event, students engaged in educational road safety activities, including road safety themed games and performances. Through these activities, students learned how to properly wear their new helmets and about the importance of safe road behavior in a creative and stimulating way. Additionally, to demonstrate their commitment to road safety, schools signed Memorandums of Understanding with AIP Foundation during the ceremony.

“As an automotive components manufacturing company, we understand and fully appreciate the importance of road safety,” explained Pinai Sirinakorn, Vice President at Thai DENSO Group and DENSO International Asia Co., LTD, “We are happy to contribute to keeping students safe on their commutes to and from school. We hope that through this event, we can encourage child helmet use and inspire the community to support road safety efforts.”

The *Helmets for Kids* program aims to protect the most vulnerable children. With this in mind, the schools selected for helmet donation are located in dangerous traffic environments along a busy highway. A high volume of trucks and other large vehicles use the roads near the school, making students extremely vulnerable to road crashes when they commute to and from school. Additionally, two of the project schools, Nong Samrong Wittaya and Nakwang Wittaya, were previously selected as model schools by the Province of Udon Thani based on their efforts and success in implementing school road safety programs.

“Road deaths are a terrible but preventable tragedy. Children deserve protection and I am excited to see support for road safety efforts in order to save these young lives. I am hopeful that this event can mark a stronger commitment to promoting helmet use among our community,” said Chaiyavoot Jarntorn, Governor of Udon Thani Province.

AIP Foundation will later return to the schools to hold extracurricular activities to strengthen students' knowledge. Along with the support of teachers, parents, and community members, these activities help maintain and improve helmet use rates and keep students engaged in road safety throughout the school year.

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About DENSO

DENSO Corporation, headquartered in Kariya, Aichi prefecture, Japan, is a leading global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electronics and information and safety. Its customers include all the world's major carmakers. Worldwide, the company has more than 200



subsidiaries and affiliates in 38 countries and regions (including Japan) and employs nearly 140,000 people. Consolidated global sales for the fiscal year ending March 31, 2014, totaled US\$39.8 billion. Last fiscal year, DENSO spent 9.0 percent of its global consolidated sales on research and development. DENSO common stock is traded on the Tokyo and Nagoya stock exchanges. For more information, go to www.globaldenso.com, or visit our media website at www.densomediacycenter.com.

About Thai DENSO Group

Thai DENSO Group was founded in Thailand in 1972 under the name Nippondenso Thailand Co., Ltd. as DENSO's first affiliate outside Japan and Thailand's first manufacturer and supplier of automotive components. With the Thai government's Domestic Automobile Manufacturing Encouragement Policy and DENSO's limitless potential, it has become widely acclaimed and continuously expanded ever since. The seven affiliates of Thai DENSO Group are as follows: DENSO (Thailand) Co., Ltd., DENSO International Asia Co., Ltd., DENSO Sales (Thailand) Co., Ltd., Siam DENSO Manufacturing Co., Ltd., Siam Kyosan DENSO Co., Ltd., DENSO Tool & Die (Thailand) Co., Ltd., Anden (Thailand) Co., Ltd., Toyota Boshoku Filtration System (Thailand) Co., Ltd. and Air Systems (Thailand) Co., Ltd.

About AIP Foundation

AIP Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 16 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 or connect with us on Twitter @AIPFoundation.

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