

## **PRESS RELEASE**

### **Students receive helmets in Samut Prakarn for Children's Day**

*14 January, 2015 – Samut Prakarn Province, Thailand*

Today, students from Intarumphun-Anusorn School received 612 high-quality helmets in association with Thailand's National Children's Day. The helmet donations, organized under the Asia Injury Prevention (AIP) Foundation's *Helmets for Kids* program and with support from DENSO International Asia Co., LTD (DENSO) and the Road Safety Fund, were provided to promote helmet use and road safety awareness.

Primary level students engaged in several educational activities at the event, including road safety-themed games and student performances facilitated by AIP Foundation and DENSO. These events allow students to learn about the importance of safe road behavior in a creative and participative way. Mr. Pinit Harnpanich, Governor of Samut-Prakarn Governor presented Certificates to Ms. Pensri Chintapunyakul, Director, Intarumphun-Anusorn School.

In Thailand, National Children's Day occurs on the second Saturday of January and is celebrated to create awareness around the child's significant role towards the development of the country. "Children are the future of Thailand, and must be safe when traveling on the roads. What better way to celebrate Children's Day than to provide students with something that is life-saving, allowing Thailand's next generation to thrive," said Ms. Ratanawadee H. Winther, Chairman of AIP Foundation in Thailand.

Before helmet donations, teachers from Intarumphun-Anusorn School were trained on important road traffic safety techniques in order to ensure students receive proper helmet use instruction. Furthermore, AIP Foundation will later return to the school to hold extracurricular activities to strengthen students' involvement. Along with the support of teachers, parents, and community members, these activities help to maintain high helmet use rates and keep students engaged in road safety throughout the school year. On February 28, 2015, a Walk Rally will be organized to further increase road safety awareness amongst the community.

"As a global automotive components manufacturer, DENSO understands the importance of road safety," explained Mr. Yasuhiro Iida, President of DENSO (Thailand) Co., Ltd. and DENSO International Asia Co., Ltd. "We care about the safety of all on the roads, from the vehicle itself to the driver and passengers—and to other road users. In Thailand, we especially want to ensure that children who ride to and from school on motorcycles are safe. We are happy to be providing helmets as part of Children's Day."

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### **About the Asia Injury Prevention Foundation**

The Asia Injury Prevention (AIP) Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 15 years AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit [asiainjury.org](http://asiainjury.org) or connect with us on Twitter @AIPFoundation.

**About DENSO**

DENSO was established in Japan in 1949 with the determination to create value and highest satisfaction for our customers. DENSO has consistently developed automotive technology, systems and components, and has become the world's leading auto parts supplier. It currently has many affiliates all over the world; Asia, Oceania, Europe, America including Thailand, in order to provide our customers with the best class of auto part products and services.

**About DENSO, Thailand**

In Thailand, DENSO (Thailand) Co., Ltd. was established in 1972 in a suburb of Bangkok by joint venturing with local companies to be in accordance with Thailand's Domestic Automobile Manufacturing Encouragement Policy. Thailand's automobile parts industry was still underdeveloped, and DENSO (Thailand) was Thailand's first parts supplier. It produced electrical components, spark plugs and car air-conditioners, of which most of the production involved assembling of so-called "knock-down" kits, or pre-fabricated parts mostly imported from DENSO Corporation in Japan.

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