



## **Helmet manufacturer Long Huei joins the campaign promoting child helmet use in Vietnam**

*May 7<sup>th</sup>, 2012*

Long Huei, the Taiwanese manufacturer of the popular Andes helmet brand, has joined a public awareness campaign promoting child helmet use by donating helmets to a Vietnamese primary school. The students and teachers of Ha Huy Giap School in District 12 of Ho Chi Minh City received 1,505 helmets on May 7<sup>th</sup>. Long Huei's donation demonstrated its support of the national child helmet campaign called "Children also need a helmet" which is being implemented by Asia Injury Prevention (AIP) Foundation in collaboration with the Ministry of Education and Training (MoET), the National Traffic Safety Committee (NTSC), and the National Traffic Police.

"Children also need a helmet" began in 2011 and aims to increase the number of children wearing helmets throughout Vietnam, which currently stands at around 30 percent. Helmets are a proven protection against brain injury and death in the case of a crash, but widespread myths and lack of awareness prevent most parents from putting helmets on their children. This low helmet wearing rate has disastrous results: around 12,000 people are killed from road traffic crashes each year, and many of these victims are children.

Long Huei demonstrates its social responsibility by joining the campaign. "These helmets are available in child sizes, so their support makes a lot of sense," said Mirjam Sidik, AIP Foundation Executive Director. "Long Huei is contributing to our campaign by providing primary students with free helmets and funding their helmet use education."

"Our corporation believes that helmets are more than just a product we are selling," said Mr. Vincent Su, Sales Manager at Long Huei. "Helmets save people's lives. Our helmets are not only compliant with Vietnamese safety standards, but with international safety standards in the US, Europe, and Japan as well. We pride ourselves in providing our customers with a product they can trust. Parents should know they can put their child's lives in our hands, and we hope they will."

The helmet donation ceremony was attended by local authorities, who are particularly aware of the dangers of the road near this school. Ha Huy Giap School is very close to National Road 1A and Ha Huy Giap Street, two dangerous roads through which large vans, trucks, buses, and cars constantly drive. The recent construction of Phu Long Bridge has resulted in an even higher traffic frequency.

These road hazards have not gone unnoticed by the school board. "One child and his mother were recently injured when a bus hit their motorcycle," said Huynh Thi Tuyet Hoa, the school principal. "Several other accidents involving motorcycles have also taken place. While 80 percent of these children are driven to school on motorcycles, but 9.8% percent wear helmets daily. This is mostly due to a lack of awareness, but our students' families also have limited funds. These helmets will make a big difference in their lives."

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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 (GHVI), 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).

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#### About Long Huei Co (Vietnam)

From spirit of our corporation, we believe that helmet is not just a thing to sell, but something about our life safety.

Established in Taiwan in 1988, Long Huei Helmets has 20-year unique experience on professional helmet production. Aimed on Vietnam’s huge domestic demanded, we came to Vietnam establishing Long Huei Vietnam Co in 2000 for building local production and sale network. Not only providing high-tech motorbike helmet for motor riders worldwide, we are honored to contribute our product and capacity for Vietnamese riders’ safety. ANDES have successfully gained helmet users’ belief because of our excellent safety quality and R&D innovation to date.

To secure production quality of entire manufacturing process, we have insisted on 100% in-house production. Our factory avoids purchasing parts from other manufacturers in order to keep full quality control for each of our part and process. Not only qualified with Vietnamese QCVN Safety Standard, our helmets have also qualified every major safety standard worldwide, include SHELL standard of USA, ECE standard of UN and JIS standard of Japan. Furthermore, we have invested much to build our internal testing lab in Vietnam in order to test each of our products for either exported or selling domestic. It’s our responsibility to provide safest and best helmet to our every single clients.

Helmet is simply about life safety. People will free your caring and attention if you send a reliable safe helmet. And we can help you on this. Please give us a opportunity to help you serving your unique clients and employees.

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