



FOR IMMEDIATE RELEASE

Leading helmet companies come together as the Vietnam Helmet Manufacturers Association

31 July 2013 – Hanoi

The steering committee of the Vietnam Helmet Manufacturers Association (VHMA), led by the Asia Injury Prevention (AIP) Foundation, will hold its first meeting on Wednesday, July 31 in Hanoi.

VHMA's founding organizers, including AIP Foundation, Long Huei Vietnam Co., Ltd, HJC Helmets, Protec Vietnam, and MAT Group, aim to enhance the industry's collaboration with Vietnamese authorities and to improve helmet wearing compliance, standards, and quality nationwide.

Wearing a helmet in a crash is proven to reduce the risk of serious injury by 69 percent and death by 42 percent, yet a recent study by the World Health Organization found that more than 80 percent of helmets on Vietnam's roads are below standard. In Vietnam, where 22,000 lives are lost each year to road traffic crashes, improving helmet quality can save countless lives.

"We have a moral obligation to work with other domestic manufacturers to help them produce high quality helmets," said AIP Foundation President Greig Craft. "Our companies aim to share our expertise in modern helmet technology and in producing helmets."

VHMA invited government bodies, such as the Traffic Police, the National Traffic Safety Committee, and QUATEST, as well as other helmet manufacturers to participate in the association.

"We are confident that this new organization will be an important catalyst to bring together the private sector, civil society, and the government to combat this growing public health crisis," said a representative of Long Huei Vietnam Co., Ltd.

About AIP Foundation

The Asia Injury Prevention Foundation (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, V-SPEC, which manufactures Protec



brand tropical helmets. 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 Protec

The Protec helmet brand is owned by Asia Injury Prevention (AIP) Foundation, 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. All profits from the Protec factory and sales operations are invested into AIP Foundation’s programs. Protec’s modern manufacturing plant in the Noi Bai Industrial Zone, Hanoi utilizes the latest technology and materials. Protec helmets are tested and undergo quality control to ensure each product meets the national safety standards QCVN2: 2008/BKHCN. Protec supports the national helmet campaigns, in collaboration with the National Traffic Safety Committee and Ministry of Education and Training.

For media contact:

Hoang Na Huong

Deputy General Director

Protec Tropical Helmets

Factory : Noi Bai Industrial Zone, Quang Tien, Soc Son, Ha Noi.

Tel: (+84) 4 3582 1388/ Ex: 21

Email: nahuong@protec.com.vn