

Press Release: Tuesday, February 2, 2016

General Motors Vietnam Supports Road Safety ***Donates 1,000 motorcycle helmets to students in Hanoi***

HANOI – General Motors Vietnam announced today in Hanoi that it is partnering with the Asia Injury Prevention (AIP) Foundation to donate 1,000 motorcycle helmets and provide road safety training to students and teachers at the Ai Mo A Primary School in Long Bien District and the Thanh Tri School for Handicapped Children in Thanh Tri District in Vietnam’s capital.

Today’s ceremony was attended by U.S. Ambassador to Vietnam Ted Osius as well as representatives from Vietnam’s National Traffic Safety Committee (NTSC), Dr. Khuat Viet Hung, Executive Vice Chairman, and Ministry of Education and Training (MOET), the Hanoi Traffic Safety Committee and Department of Education and Training, the Hanoi Traffic Police, and students, their parents and teachers from the two schools.

This donation is part of the AIP Foundation’s *Helmets for Kids* program, which is supported by the NTSC, MOET and U.S. Embassy in Hanoi. It aims to raise awareness of helmet use and road safety to encourage a change in behavior among students, teachers, parents and the community.

“Safety remains our number one priority,” said General Motors Vietnam Managing Director Wail A. Farghaly. “Today’s donation is part of our commitment to help improve road safety in Vietnam. We hope the high-quality helmets will support the future generation and by extension the development of the entire community in Vietnam.”

“With the continuing support of safety-conscious, community-engaged American companies like General Motors, more Vietnamese children will enjoy increased security during this year of the monkey,” said Ambassador Osius at the ceremony. “I’m glad this donation will go a long way in keeping these children safe and spreading this important message throughout Vietnam and the region.”

According to the World Health Organization, road traffic accidents are a leading cause of death and injury in Vietnam. Young children are particularly vulnerable. Motorcycles are the primary mode of transport in major Vietnamese cities, and helmets can be a simple and inexpensive safety precaution. In Vietnam, while more than 90 percent of adults wear helmets, less than half of children wear helmets in major cities. Appropriate helmet use can help reduce the risk of severe head injuries by 69 percent and fatalities by 42 percent.

"In Vietnam, tens of thousands of children suffer brain injury and other traumas. It's the second leading cause of mortality among Vietnamese children ages 5-14," said Mr. Greig Craft, President of AIP Foundation. "Therefore, support from responsible companies like General Motors Vietnam will enable us to establish road safety behaviors and help reduce the number of unnecessary fatalities and brain injury."

General Motors Vietnam has engaged in a broad range of social and charitable activities to benefit the local community. It has supported 46 underprivileged households in Hanoi, engaged in blood donations, supported natural disaster relief, and donated to handicapped children and disadvantaged families. In June 2015, General Motors Vietnam joined the U.S. Embassy and U.S. Ambassador Ted Osius to donate electric fans and motorcycle helmets to underprivileged households in Hanoi's Thanh Tri District.

To support youth, General Motors donated over 44,500 ultra-durable footballs as well as football bibs through One World Play Project, presented 41 Chevrolet Scholarships to economically challenged students and supported medical missions to conduct free reconstructive surgery for children born with facial deformities via Operation Smile Vietnam. With the support of the General Motors Vietnam Women's Council, employees made chung cake and donated warm blankets and clothes to disadvantaged students at the Dong Ruong Primary and Middle School in Hoa Binh province to help them enjoy a better Lunar New Year this year.

About Chevrolet

Founded in 1911 in Detroit, Chevrolet is now one of the world's largest car brands, doing business in more than 115 countries and selling more than 4.0 million cars and trucks a year. Chevrolet provides customers with fuel-efficient vehicles that feature engaging performance, design that makes the heart beat, passive and active safety features and easy-to-use technology, all at a value. More information on Chevrolet models can be found at www.chevrolet.com.

About General Motors Vietnam

General Motors Vietnam Co. Ltd., a member of GM Southeast Asia Operations, has headquarters and a manufacturing facility in Tu Hiep Commune, Thanh Tri District, Hanoi. It has an annual assembly capacity of 30,000 vehicles and operates a nationwide sales and service network of 18 dealer facilities in major cities. Additional information on General Motors Vietnam can be found at www.chevrolet.com.vn.

About Asia Injury Prevention (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 on Twitter @AIPFoundation.

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