



Press Release: Sunday, April 1, 2018

GM Vietnam to Launch Child Passenger Safety Campaign: 'Protect Your Precious'

HANOI – General Motors Vietnam (GM Vietnam) today kicked off its Protect Your Precious campaign in collaboration with Vietnam's National Traffic Safety Committee (NTSC), Ministry of Education and Training (MOET), and the AIP Foundation to promote the use of child safety seats and the importance of children wearing seat belts.

Attendees at the kick-off event at Dich Vong A Primary School in Hanoi included U.S. Deputy Chief of Mission to Vietnam Caryn McClelland; GM Southeast Asia President Ian Nicholls; AIP Foundation President Greig Craft; representatives from NTSC, MOET, Hanoi Department of Education and Training and Hanoi Traffic Safety Committee; Chevrolet Vietnam dealers and employees; and nearly 500 car-owning parents and primary school students.

The theme of the Protect Your Precious campaign is "Back seat. Buckled up." It includes a series of communication activities leveraging the media and social networks, along with three knowledge-sharing workshops for car-owning parents in Hanoi, Da Nang and Ho Chi Minh City.

The campaign is aimed at preventing unnecessary deaths and injuries among children by raising public awareness of the significance of child safety seats and seat belts as well as emphasizing parents' responsibility for keeping their children safe when traveling in vehicles. At this morning's kick-off event, parents and their children actively participated in road safety games for kids and a knowledge-sharing workshop hosted by NTSC experts. In addition, a viral video and a campaign song named "The Precious", composed by musician Doan Nhuoc Quy will also help actively spread the message, reminding parents of not only taking a good care, but also ensuring the safety of the children - our most precious.

"GM Vietnam is conducting this campaign to join the government's efforts for ensuring the safety of young vehicle passengers through 2018 National Traffic Safety Year, whose theme is 'Traffic Safety for Children'", said Ian Nicholls, President of GM Southeast Asia. "We want to encourage as many Vietnamese parents as possible to use child safety seats and seat belts, not just in Chevrolet vehicles but in every make and model of every vehicle where children are passengers."

He added, *"GM has always been committed to serving and contributing to the development of the communities in which we live and work around the world. Bearing*

in mind the 'We care' spirit, we will continue to strengthen this commitment through activities that actual make a difference in people's lives."

"GM is more than just an American business, it's a company that takes seriously its role as a member of this community to contribute to the greater good, to solve problems, and to improve the lives of the Vietnamese people. And, I am proud of the work GM is doing in Vietnam to improve transportation safety for children." said Caryn McClelland, U.S. Embassy Deputy Chief of Mission.

Per the AIP Foundation, road crashes in Vietnam cause approximately 22,419 fatalities and more than 453,617 injuries each year, which result in an annual loss of an estimated US\$3 billion. Children are particularly vulnerable. Every four minutes worldwide, a child dies from a road crash. In Vietnam, 2,000 children die from road crashes each year. This is the second leading cause of death for Vietnamese children between the ages of 5 and 14.

For children, wearing a seat belt is the most effective way to prevent death and serious injury in a vehicle crash. People not wearing a seat belt are 30 times more likely to be ejected from a vehicle during a crash. More than 75 percent of people who are ejected during a fatal crash die from their injuries.

"As Vietnam's economy continues to grow, so too will the number of families who own cars and use them as their main mode of transportation. In order to protect our children and continue promoting a culture of road safety, we must encourage safe habits for all road users – whether it's wearing a helmet or buckling a seatbelt," said Greig Craft, President of AIP Foundation.

"Many parents who drive cars in Vietnam are not aware of the risks of not wearing seatbelts or using child safety seats", said Dr. Khat Viet Hung, Vice chairman of the National Traffic Safety Committee. *"Through the 'Protect Your Precious' campaign, we will focus on educating parents and families about the importance of keeping their children safe and secure when traveling. Seatbelts and child restraints are a simple step that every family can take to reduce the risk of injury or death."*

To promote the campaign's message and share traffic safety knowledge with more families, two similar workshops will be held on April 8 at the Phu Dong Primary School in Da Nang and April 13 at the Dinh Tien Hoang Primary School in Ho Chi Minh City.

With the support of the U.S. embassy and government authorities, the campaign is expected to include the participation of more than 700 parents in the three cities. With the assistance of the media, the campaign is expected to benefit more than 76,000 people across Vietnam.

This is not the first time that GM Vietnam has engaged in traffic safety activities. In 2016, GM Vietnam collaborated with the AIP Foundation to donate 1,000 motorcycle helmets to primary school students in Hanoi.

GM Vietnam has also actively participated in a wide range of other social and charitable activities covering social welfare, health care, education and environmental protection. In 2017 alone, activities included delivering Tet gifts, donating equipment to the Turtle Conservation Centre in Ninh Binh, planting mangrove trees in Nam Dinh, building playgrounds for children from recycled materials, supporting the flood-affected community in Lao Cai, and providing free medical checkups and reconstructive surgery for children born with facial deformities in cooperation with Operation Smile Vietnam.

This year, GM Vietnam has presented 50 Chevrolet Scholarships to disadvantaged students from 14 schools in Hanoi's Thanh Tri District who had excellent academic achievements and supported the construction of five charity houses in Thanh Tri District.

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About Chevrolet

Founded in 1911 in Detroit, Chevrolet is one of the world's largest car brands, doing business in more than 100 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 22 dealer facilities in major cities. Additional information on GM Vietnam can be found at www.chevrolet.com.vn.

About AIP Foundation

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. Since 1999, 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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