



PRESS RELEASE

AIG launches its CSR road safety initiative in Vietnam with AIP Foundation

3 July, 2014 – Hanoi, Vietnam

The American International Group (AIG), a multinational insurance corporation and the Asia Injury Prevention (AIP) Foundation, in collaboration with the National Traffic Safety Committee, the Ministry of Education and Training, Hanoi Department of Education and Training, and Hanoi Traffic Safety Committee, today announced their partnership to support the road safety program *Helmets for Kids*. The event marked the start of the school-based program at Trung Vuong Primary School in Hoan Kiem District of Hanoi.

Through AIG's sponsorship of the *Helmets for Kids* program, all 1,845 students and 80 teachers at the school will receive quality helmets. Additionally, the larger school community, including parents, will receive valuable road safety education throughout the 2014-2015 school year. This program is part of AIG's long-term initiative to promote road safety in communities throughout Vietnam.

The event was attended by approximately 50 stakeholders, including government representatives Mr. Uong Viet Dung, Deputy Chief of Secretariat, National Traffic Safety Committee, Mr. Luu Xuan Binh, Deputy Chief of Secretariat, Ha Noi Traffic Safety Committee, Mr. Pham Ngoc Tuan, Manager of Student Affairs Department, Ha Noi Department of Education and Training, representative of Hoan Kiem Bureau of Education and Training, Mr. Matt Harris, Head of Country Operations Southeast Asia of AIG, Mr. Greig Craft, President of AIP Foundation, and student and teacher representatives from Trung Vuong Primary School. At the event, AIG representatives and all attendees publicly pledged their commitment to road safety and helmet use.

Ms. Susan E. Loftus, CEO and General Director of AIG Vietnam said, "AIG has served Vietnam for over 20 years, we are committed to working with communities across the country as part of AIG's global initiative to "Make the World a Safer Place." Our partnership with AIP Foundation and its *Helmets for Kids* program is an important investment not only in road safety and injury prevention but also an investment in young people who are Vietnam's future. We are particularly pleased to support the Protec Tropical Helmet factory who have an inclusive approach of employing persons with disabilities as this aligns with AIG's business model of diversity and inclusion."

In Vietnam, road injury is the number two leading cause of death for children aged 5 to 14 and the number one cause of death for young people aged 15 to 29. Despite these statistics only about 23 percent of children in Hanoi wear helmets when they are riding on a motorcycle. A quality helmet is proven to significantly reduce the risk of brain injury or death in a crash for both adults and children. “By providing quality helmets and road safety education, the *Helmets for Kids* program will help protect nearly 1,900 students as they travel to and from school in high-risk traffic environments,” added Ms. Susan E. Loftus.

Mr. Nguyen Hiep Thong, Deputy Director of Hanoi Department of Education and Training said, “the rampant use of substandard helmets is a problem on the roads. It is important to support programs like *Helmets for Kids* to ensure that children in Vietnam have access to high quality helmets and receive the information they need to stay safe.”

“The partnership between AIG and AIP Foundation extends back to 2001,” said Mr. Greig Craft, President of AIP Foundation. “AIG was a founding sponsor of our Protec Tropical Helmet factory in Hanoi, which operates as a social enterprise.” The factory manufactures high quality, affordable helmets, and all profits from Protec helmet sales are then reinvested into road safety programs throughout Vietnam. “AIG continues to support the factory by sponsoring the *Helmets for Kids* program, which provides Protec helmets to students and teachers,” said Mr. Greig Craft.

About the American International Group (AIG):

AIG is the world’s largest insurance organization, serving more than 88 million customers in over 130 countries and jurisdictions around the world. AIG’s presence in Vietnam dates back to the 1920’s with established operations beginning in 2005 when AIG was granted a license to operate and open branches in Hanoi and Ho Chi Minh City.

AIG Vietnam is the first 100% owned American general insurer in Vietnam. AIG Vietnam has become increasingly well-known to Vietnamese customers for its professional and trustworthy customer services. In Vietnam, we have a team of over 170 professional technical experts, dedicated staff and dynamic agents.

AIG Vietnam offers a wide range of personal and commercial insurance ranging from personal travel, home, auto, property, casualty and multi-risk business solutions.

Additional information about AIG can be found at www.aig.com |

YouTube:www.youtube.com/aig | Twitter: @AIG_LatestNews | LinkedIn:

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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. Founded in 1999, the organization has offices

in Asia and Africa where it delivers effective road safety interventions. For more information, visit asiainjury.org or connect with us on Twitter @AIPFoundation.

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