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SAVING LIVES ON BRUNEI'S ROADS

With the objective to continuously inculcate road safety mindset amongst road users and sustain road safety behavioral change, the Brunei Shell Joint venture companies together with its business partners will be uniting together to organise the 'BSJV Road Safety Day 2012'. It will be held in close collaboration with the National Road Safety Council.

The event is also to support Brunei Darussalam in the implementation of the United Nations Decade of Action for Road Safety 2011-2020 - "with a goal to stabilize and then reduce the forecast level of road traffic fatalities around the world by increasing activities conducted at the national, regional and global levels".

It is also to demonstrate the BSJV Companies and its business partners' continuous commitment and effort to be a driving force in promoting road safety.

Road accidents are preventable. Reducing the number of serious injuries and fatal accidents will reduce the burden on medical facilities and reduce the emotional distress such accidents cause to the close and caring community in Brunei.

With the increasing number of mobility in our population including inter-district commuters, there is indeed a need to continuously advocate road safety messages and behaviours to keep our roads safe.

The BSJV Road Safety Day 2012 is considered to be the biggest and most comprehensive road safety event with more than more than 25 organisations including Government agencies showcasing various road safety initiatives. There will be interactive and hands-on exhibition items that will be showcased.

This is a concerted effort by all the participants in making a difference to reduce the number of road traffic accidents occurring on the nation's roads.

Among the participants of the event are the National Road Safety Council, the Royal Brunei Police Force, Public Works Department and the Fire and Rescue Department.

There will be free tyre inspections and a two-part defensive driving demonstration that showcase safe stopping distances for a vehicle under different conditions by the Megamas Training Centre.

Public will be able to learn and gain a deeper understanding on the Demerit Points System (DPS) which the Government will fully enforce in 2013.

Visitors can also experience a low-speed collision crash using a device called the Seat Belt Convincer which is developed to educate the general public of how beneficial the use of seat belts can be, even when involved in a low-speed collision.

The Seat Belt Convincer is an easy-to-use educational tool that allows riders to experience force, up to five times their body weights, similar to that of a 10 to 15 kilometres per hour crash.

Other activities and exhibits are also lined up with messages that encourage safer behavior and actions, vehicle worthiness and creating awareness on the importance of road safety on our roads.

Carrying the theme "Saving lives on Brunei's Roads", this family oriented event will be held in the areas covering both Pusat Insani Seria as well as the Oil and Gas Discovery Centre on 9 June 2012, Saturday. Members of the public are welcomed to visit the road show which starts at 10am until 4.30pm.

ENDS.

Notes to Editors: Brunei Shell Petroleum Company Sdn Bhd (BSP) should be referred as BSP or Brunei Shell Petroleum for abbreviation or headline purposes. Brunei Shell Petroleum Company Sdn Bhd's activity is primarily for the exploration and production of crude oil and natural gas from onshore and offshore fields. The Government of Brunei Darussalam and a company in the Royal Dutch Shell Group of Companies each owns a 50% stake in BSP.