



► Saturday, 9th June, 2012

HER ROYAL HIGHNESS PRINCESS MASNA GRACES ROAD SAFETY 2012

Nation-wide road safety awareness efforts were given a royal boost yesterday as the launching of the BSJV Road Safety 2012 event was graced by Her Royal Highness Princess Hajah Masna Binti Al-Marhum Sultan Omar 'Ali Saifuddien Sa'adul Khairi Waddien, Patron to the National Road Safety Council on Saturday yesterday, June 9, 2012.

With the theme 'Saving Lives on Brunei's Roads', the event took place at the Pusat Insani Community Hall, and the Oil and Gas Discovery Centre, Seria and is organized by the Brunei Shell Joint Venture (BSJV) companies and their business partners, in collaboration with the National Road Safety Council, the Royal Brunei Police Force, Public Works Department and the Fire and Rescue Department.

Her Royal Highness Princess Hajah Masna consented to cut the ribbon to signify the launch of the BSJV Road Safety Day 2012. This was followed by a presentation of speed detector from Ken Marnoch on behalf of the BSJV companies to Her Royal Highness who later presented it to Yang Mulia DSP Mohd Ariffin bin Haji Jafaruddin Belait, Acting OCPD for Belait Police District, on behalf of the Royal Brunei Police Force.

The speed detector is an equipment which shows the driver's speed, it acts as a deterrent for those who drive beyond the allowed speed limit.

Her Royal Highness later viewed over 25 exhibition booths which showcased road safety technologies and initiatives from various organisations. HRH also consented for a group photograph with the BSJV team and the business partners involved in the event.

Her Royal Highness then proceed to the first floor for an aerial view of the live road safety demonstration which took place at the Jalan Tengah road.

The first demonstration was a skid demonstration, which is part of the practical training programmes for the Defensive Driving course at the Megamas Training Centre. In this demonstration, the focus is on speed and how it impacts the vehicles braking response, in both dry and wet weather conditions.

The second demonstration was on emergency response in a road traffic accident, a joint presentation between the Fire and Rescue Department and the BSP Bomba. The main objective was to educate members of the public on what actions should be taken by a passer-by, if they encounter such situation.

According to Ken Marnoch, Brunei Shell Petroleum's (BSP) Managing Director, "Ultimately, what we want is for everyone in Brunei, whether you are father, mother, son or daughter – when you drive, cycle or walk out on the roads, you keep yourself and everyone around you safe, so we can all return home to our families and loved ones safely."

"We want to save lives on Brunei's roads. We can do this by inculcating a road safety mindset amongst road users and sustain road safety behavioural change. And on behalf of the BSJV Companies, its business partners' and the government agencies, we are proud to demonstrate our continuous commitment and effort as a driving force in promoting road safety."

The event is touted as one of the largest family-oriented events in Brunei to promote the awareness of road safety and signaled the commitment of over 25 private organizations and government agencies unified together towards the safety of the community on the roads.

Visitors were feted to a wealth of interactive and hands-on exhibition items, and various road safety initiatives, including a simulated road traffic accident rescue and a Defensive Driving demonstration, as well as featuring the Seat Belt Convincer as well as free tyre inspections.

Following the success of yesterday's event, organizers of the Road Safety 2012 event plan to take the event on a roadshow to the Brunei-Muara District later this year in order to extend the reach and impact of the event to a wider community.

The BSJV Road Safety Day 2012 is tied to the Brunei Tell-A-Friend campaign and Brunei's global commitment to the Decade of Action for Road Safety 2011-2020, underpinned by the three pillars - towards better road safety management, safer roads and mobility and safer vehicles.

It also highlights Brunei Darussalam's efforts to implement 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".

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.