



► Friday, 5<sup>th</sup> July 2013

### ROAD SAFETY CAMPAIGN AT KB SOAS PRIMARY SCHOOL

In its continuous efforts to raise the awareness on road safety, Brunei Shell Petroleum Company Sdn Bhd (BSP) once again collaborates with the National Road Safety Council (NRSC) to kick-off another series of its road safety campaign.

The main objective is to sustain efforts to disseminate and promote road safety. Based on studies made, the common cause of road accidents in Brunei are speeding, reckless driving such as tailgating, using mobile phone whilst driving and running red lights.

In line with the aspirations of the Council, together the ambition is to manage these root causes in order to make Brunei Road safer by continuously advocating road safety messages and behaviors.

Today's road-show will be the first of a few to be held at various schools throughout the country to introduce the younger generation to the importance of road safety and to prepare those who are about to get their driving licenses with the correct knowledge on road safety rules and proper driving etiquette. It is expected to reach over 2,000 students.

Hj Idris Hj Jaafar, Head of Health, Safety, Security and Environment at BSP, in his speech, reiterated the importance of safety in our daily life including adhering to road safety for the benefit of everyone.

BSP continues to leverage on its "Tell-A-Friend", a road safety campaign which expounds on communicating road safety messages to families and friends and to complement the efforts of NRSC to tackle the root causes that have been identified. It consists of 5 key messages i.e wearing seatbelts, not using mobile phones, observing speed limits, using pedestrian crossings and wearing helmets.

Among the participants of the event are the National Road Safety Council, the Royal Brunei Police Force, land Transport Department and Megamas.

**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.