



## **Deputy Minister of Transport Launches Road Safety Campaign with a Difference**

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Shah Alam ([PRWEB](#)) October 15, 2004 -- Deputy Minister of Transport, YB Datuk Douglas Uggah Embas, launched a road safety campaign aimed at changing road users behavior for the better through systematic rewards. The campaign is organized by Edaran Otomobil Nasional Berhad (EON), RealRewards, Pusat Pemeriksaan Kenderaan Berkomputer (PUSPAKOM), American International Assurance Company (AIA) and American Home Assurance Company (AHA).

The campaign, believed to be the first of its kind to be held locally, was launched at EON Berhad's headquarters here, today and will run until December 31, 2004. Themed "Have a Real Safe Journey" it stresses the 4Ps of early preparation, preventive action through vehicle safety and maintenance, protection via insurance, and prudent driving including resting to avoid fatigue and stress. RealRewards members are rewarded with Real points and giveaways for their participation during each stage of the campaign.

Deaths due to road accidents although declining from a high index of 7.61 per 10,000 vehicles are still comparatively at a high rate of 4.9 in 2003. With the creation of a new Road Safety Department the immediate target is to bring this high rate down to 3 deaths per 10,000 vehicles with a long term target to reduce to 2 deaths per 10,000 vehicles.

YB Datuk Douglas Uggah Embas emphasized that better behavior needs to be instilled. Based on data analysis for 2004 by the Malaysian Road Safety Council, 67% of road accidents are caused by drivers' behavior. As such changing road users' behaviour for the better is a top priority through education in schools, through the media, through the driver licensing system and through more stringent and deterrent enforcement programmes.

Datuk Douglas encouraged campaign organizers to develop more innovative road safety campaigns which are well planned and have a lasting and doubled impact.

Explaining the reason for RealRewards, EON Berhad, AIA, AHA and PUSPAKOM's participation in the road safety campaign, En Zulkifli Othman, Executive Director of Electronic Commerce Technology Sdn Bhd (RealRewards) said that the companies have clear commitment to ensuring the well-being and safety of drivers and road users.

"RealRewards has 2.6 million household members with the majority of our members owning at least one vehicle. EON Berhad has sold more than 1.8 million cars. PUSPAKOM inspects 1.8 million vehicles yearly. AIA and AHA together provide motor and personal accident insurances to more than 240,000 Malaysians. We are proud to be able to support the government in its mission to further reduce the number of road fatalities through this campaign," said En. Zulkifli.



Members will be rewarded with double the points for having their vehicles inspected at PUSPAKOM, and will receive 300 extra Real points for renewing their Sahabat EON membership, and three times the Real points for having their cars serviced at EON Service Centres, while members of the public who become members during this period will receive 300 points on signing up.

RealRewards VIP & VVIP members are further protected with up to RM28,000 in on-on-the-road PA protection in the event of death or disablement as a result of road accidents. Members or their families are advised to call 03-8023 2626 to find out more about the Group PA protection.

This year's campaign will include promotional activities by the main sponsors, rewards for road users, distribution of road safety tips through leaflets, email, postcards, media advertising, on-the-ground activities and distribution of goodies bags during the run-up period leading to the festive season traveling.

An interactive 'Be Spotted & Win 5,000 points' car sticker spotting contest will be held. Up to 20 members whose cars display the 'Have a Real Safe Journey' stickers that are spotted at EON Service Centres in the Klang Valley stand to win 5,000 Real points.

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