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**PETRON KICK OFF ROAD SAFETY PROGRAM 2017**

**KUALA LUMPUR** – Leading advocator of road safety, Petron kicked off the launch of its long-running Petron Road Safety Program 2017 with the “Happy Safe Journey Home” campaign.

The “Happy Safe Journey Home” campaign was held in view of the increasing traffic movements during the festive season. Scheduled to be held for 3 days, from 20<sup>th</sup> January to 22<sup>nd</sup> January (19<sup>th</sup> to 21<sup>st</sup> January for Kelantan and Johor), the campaign aims to cultivate good driving habits especially in buckling seatbelts and emphasize on the importance of vehicle maintenance.

In support of safer journeys, Petron will set up free vehicle inspection booths for motorists to prepare ahead of their travel at six participating stations located in Penang, Kelantan, Johor, Kuala Lumpur, and Sabah. The 32-point vehicle checks were conducted in partnership with Honda Malaysia. Last year, close to 3,788 vehicles of all types and brands were inspected.

“As there will be more people traversing the roads during the festive season, we are concerned about their safety and urge motorists to get their vehicles checked before they travel. We are hopeful that with the vigorous activation of our road safety campaign, it would help to better equip motorists with road safety knowledge to identify road dangers and avoid incidents, thus ensuring safer journeys for everyone going back to their loved ones,” said En Lokman Hani, Petron Corporate Safety, Security, Health and Environment Head.

In helping promote the road safety initiative during the Chinese New Year campaign, Petron will collaborate with Media Prima to have local favorite Chinese celebrities Henley Hii, actor and radio DJ, William Sun, and Orange Tan and Gary Yap from “Ho Chak” food travelogue increase the awareness of road safety by spreading road safety reminders to motorists at Petron stations. The celebrities will be communicating road safety messages presented by Petron in Media Prima TV channels and live updates on-site throughout the festive period.

This year Petron will continue to partner with Malaysia Road Safety Department to promote and advocate safer roads, spreading awareness of road safety and promoting the usage of seat belts and safety helmets, in the year-round campaigns. Together with its corporate partners, the Petron Road Safety Program will conduct road shows at local universities to help students be more safety-conscious on the road.

In 2016, Petron collaborated with Universiti Putra Malaysia's Road Safety Research Centre to help improve the road safety habits among motorcyclists by promoting the 'Hazard Perception Training' (HPT) study. The study was successfully conducted amongst student motorists to study their ability to anticipate and avoid potential dangers in the traffic environment.

"Petron has been a strong advocate of road safety for our younger generation to be more road safety conscious. We attribute the long-running success of our program to our strong collaboration with the Road Safety Department Malaysia and universities to empower more students to practise 'road ethics and safe driving as well as riding habits'. We will continue to promote the program as it will help develop responsible road use, prevent accidents, and ultimately help save lives," continued Lokman.

The Petron Road Safety Program is aligned with the objectives of the United Nations Decade of Action for Road Safety 2011-2020, a global advocacy that promotes safe driving through strict observance of traffic laws, use of seatbelts, wearing of proper helmet for motorcyclists, among others.

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### **About Petron Malaysia**

**Petron Malaysia is a leading company in Malaysia's downstream oil market. Its 88,000 barrel-per-day Port Dickson Refinery produces a wide variety of world-class fuels which is distributed through 8 terminals strategically located across the country. Through 560 stations nationwide, it retails premium fuels namely Blaze 100 Euro 4M, Blaze 97 Euro 4M, Blaze 95 and Diesel Max. Petron is committed to its vision to be the leading provider of total customer solutions in the oil sector and allied businesses. Please visit [petron.com.my](http://petron.com.my).**

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