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PETRON ROAD SAFETY PROGRAM REACHES 3,000 STUDENTS IN 8 UNIVERSITIES

KUALA LUMPUR – Petron concluded its Road Safety Program today after nearly a year-long engagement with more than 3,000 of university students to promote safer riding habits and driving.

The program was held from May through December at eight universities namely Universiti Utara Malaysia (UUM), Universiti Putra Malaysia (UPM), Universiti Pendidikan Sultan Idris (UPSI), Universiti Kebangsaan Malaysia (UKM), Universiti Pertahanan Nasional Malaysia (UPNM), UITM Perak, MMU and UTAR. The tailor-made program is for university students whom are mostly novice road users to heighten road safety awareness and encourage good driving habits.

“Petron has been a strong advocate of road safety through education and engagement, especially with the youth. The success of our Road Safety Program is anchored on our strong collaboration with the Road Safety Department Malaysia and universities. We all share the same aim - encourage responsible road use, prevent accidents, and ultimately save lives,” Safety Manager Hani Lokman said.

Indicating its strong and genuine interest to promote road safety, Petron collaborated with Universiti Putra Malaysia’s Road Safety Research Centre (RSRC) to help improve road safety habits among motorcyclists. Petron was the first corporate to work with RSRC to develop the ‘Hazard Perception Training’ (HPT) study. This was conducted for 5 months to study the ability of student road users to anticipate and avoid potential dangers in a traffic environment.

“The collaboration with UPM’s RSRC underscores our genuine interest and aim in helping drivers and motorcyclists develop better road safety habits. We will continue to support UPM’s HPT study to reach more students in other universities,” Lokman added.

To ensure wider success, Petron also partnered with the Royal Malaysia Police, Honda Malaysia and Goodyear Malaysia Berhad to introduce road users to various safety activities such as the ‘Seatbelt Convincer Simulator’, ‘Car Tyre Awareness’, ‘Traffic Enforcement Talk’, Road Signs quiz and Road Safety exhibitions.

Beyond its road safety campaigns in universities, Petron Malaysia promotes good driving and riding habits among motorists. Together with Petron station dealers and partners, it has reached out to thousands of customers and motorists to provide road safety reminders and road safety tips, as well as offer free vehicle safety inspections at service stations.

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 7 terminals strategically located across the country. Through more than 570 stations nationwide, it retails premium fuels namely Blaze 100 Euro 4M, Blaze 97 Euro 4M, Blaze 95, Turbo Diesel Euro 5 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.

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About UPM Road Safety Research Centre

Road Safety Research Centre (RSRC) in Malaysia, under UPM’s Faculty of Engineering, is the only road safety research center that focuses its research in the field of road safety issues. RSRC contributes to Road Safety Council of Malaysia in making Malaysian roads safer through its research in road accidents modelling and management, to motorcyclists’ behavior.

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