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PRESS RELEASE
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PETRON STEPS UP SAFETY AWARENESS WITH CATCHY INSTALLATION ART AT SERVICE STATIONS

KUALA LUMPUR – As part of its core advocacy on safety, major oil company Petron Malaysia partnered with Royal Malaysian Police to unveil the “Go-To Safety Points” (GTSP) Installation Art at Petron service stations in Klang Valley.

The GTSP installation art is a part of a larger initiative made by Petron Malaysia to promote crime prevention and ensure safety in communities where it is present.

The creative installation art will help create more safety awareness amongst Petron customers and patrons. Using a large board of 12 by 8 ft, the catchy installation art uses light-hearted and fun messages of GTSP’s objectives for safety and emergency assistance.

“As part of our collaboration with Royal Malaysia Police, we have taken proactive steps to enhance the awareness of the Go-To Safety Points by having the installation art with simple yet creative messages at selected Petron service stations. This artwork features caricature that can easily grab the attention of customers of all ages and promotes crime prevention,” said Faridah Ali, Head of Retail Business, Petron Malaysia.

10 installations with three different artworks and messages will be available at strategically-located Petron service stations in Klang Valley namely MRR1/Safari, Keras Eastbound, Mile 3 Federal Highway, Kuchai Lama, MRR2 Selayang, Taman Tun Dr Ismail, Damansara-Puchong Expressway KL-bound, Bangi Section 10, and Rest and Service Area (RSA) PLUS Highway Seremban Northbound. More stations will be added in Johor Bahru, Penang and other states as well.

Launched by the Royal Malaysian Police in 2013, the Go-To Safety Points program aims to keep local communities safe and secure by preventing crimes and making neighborhoods safer.

“Our service stations are more than just a place to fuel. All Petron stations provide basic emergency response while the collaboration with Royal Malaysia Police ensures fast action to the emergency,” added Faridah.

Petron Malaysia is the pioneering oil company to join the GTSP initiative. All Petron service stations are now certified GTSP, making these stations safety points for customers and local communities that require urgent police assistance. Through this program, trained Petron dealers can better serve the community and play an active role in contributing towards safer communities, especially during times of emergency.

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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 more than 600 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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