

ROAD SAFETY: RENAULT CELEBRATES THE 10TH ANNIVERSARY OF ITS “SAFETY FOR ALL” PROGRAM

- **On Friday, May 27, Renault will celebrate the 10th anniversary of its “Safety For All” program, which has taught 12 million young people about good road safety habits since it was launched.**
- **Starting in the 2011-2012 school year, program content will include a section on eco-mobility.**

The program has already reached 12 million young people worldwide

More than 12 million young people, as road users and future drivers, have taken part in Renault’s international “Safety For All” program, which is celebrating its 10th birthday this year. “Safety For All” is the biggest road-safety awareness-raising operation ever undertaken by a car manufacturer.

For this edition, the Renault teams and the schools willing to participate implemented the “Safety For All” program in 11 countries. 7 of them will come to Renault’s Technocentre outside Paris on May 27 for a program of festive activities. Around 100 children from Austria, Bulgaria, Poland, Portugal, Turkey, France and Switzerland will present their drawings and take part in a performance and road safety activities before spending the weekend at Disneyland.

Eco-mobility incorporated into the package for the 2011-2012 school year

From September this year, Renault is expanding the content of the awareness-raising kit to include the environmental awareness alongside road safety issues. The educational kits, which Renault supplies to teachers, will be adapted to cover renewable energy use during vehicle manufacture, types of transport that reduce carbon emissions like electric vehicles, and responsible group actions such as “walking buses”. The kits will also be redesigned to be more modular for teachers and better suited to the different age groups of pupils.

Through the new decade that is opening up for “Safety For All”, and in connection with the Decade of Action for Road Safety launched by the United Nations on April 11, of which Renault is a partner, the company is pursuing its historic commitment in favor of road safety.

THE “SAFETY FOR ALL” PROGRAM

Based on an approach both educational and fun, the “Safety For All” program consists of two separate courses developed specifically for school pupils of different ages. The countries participating choose one or both of the courses.

- “**Kids on the Road**”, for primary schools, can be used by teachers who want to make road safety a theme for exercises throughout the year and get their pupils to take part in a drawing competition on the theme of “Let’s go to school safely!”.

- “**Express Yourself!**” is a poster competition for junior secondary school students about risk-taking behavior on the road.

Each year, a panel of judges, which can be the same for both courses, consisting of road safety experts, motoring journalists, and communications and advertising professionals, selects the winning drawings and posters.

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