

## 12<sup>th</sup> Yamaha 'Balik Kampung' Road Safety Campaign

**Theme: In Touch with Safety**

**Sungai Besi Toll Plaza (South-bound), Selangor – 24<sup>th</sup> August 2010** – Motorcyclists are reminded to take responsibility to ensure that their motorcycles are in roadworthy condition before starting their 'Balik Kampung' journey home for the coming Hari Raya Aidilfitri festive holidays.

The 12<sup>th</sup> Yamaha 'Balik Kampung' Road Safety Campaign jointly organised by the Malaysia Motorcycle & Scooter Dealers Association (MMSDA) and Hong Leong Yamaha Motor is aimed at educating all motorcyclists to cultivate safe riding habits and prioritise vehicle maintenance.

The campaign being an annual event in its 12<sup>th</sup> year running is certainly a good educational programme both for the motorcycling public & campus students at Universities & Polytechnics in complementing the efforts of Jabatan Keselamatan Jalan Raya (JKJR) to promote road safety awareness."

The theme (core message) for this year's campaign is '**In Touch With Safety**' which will focus on reminding motorcyclists to ensure that well-treaded, safe and certified tyres are fitted to their motorcycles for their own safety when riding on the road. All motorcyclists should take this reminder seriously as tyres are an important component of a motorcycle.

To conduct checks and advice motorcyclists on the importance of maintenance of motorcycle, Hong Leong Yamaha Motor has invited FKR Tyre Manufacturer to station its technical advisors at 5 locations starting from the Sungai Besi Toll Plaza, while Hong Leong Yamaha Motor technicians conduct a Free 15-Point Safety Check on all brands of motorcycles. In addition, 100 helmets will be given to replace unsafe helmets courtesy of Aeon Credit Sdn Bhd and KHI Helmets at each location. All participants will receive free safety vests, courtesy of P&O Insurance & Yamaha booklet featuring the highlights of the event & safety tips.

At selected University & Polytechnic campus grounds, Hong Leong Yamaha Motor will conduct a Yamaha Safety Riding Science programme (YSRS) which includes both theory & practical segments to educate students on safety riding skills from a scientific approach.

The 12<sup>th</sup> Yamaha 'Balik Kampung' Road Safety Campaign will be held at the following dates & locations:

Day / Date	Location	Venue
Tuesday, 24 Aug. 10	Selangor	Sungai Besi, Toll (South Bound)
Wednesday, 25 Aug. 10	Melaka	Politeknik Merlimau, Melaka.
Thurs, 26, Aug. 10	Johor	University Tun Hussein Onn, Batu Pahat, Johor
Wed, 1 Sept. 10	Penang	UiTM Seberang Jaya, Penang
Thurs, 2 Sept. 10	Perak	University Petronas, Tronoh, Perak

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