

The 13th Yamaha 'Balik Kampung' Road Safety Campaign – 2011

Theme: Road safety – A life Long Journey (Man; Machine; Mind)

Sungai Besi Toll Plaza (South-bound), Kuala Lumpur – 18th August 2011 – 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 13th 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 13th 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 broader theme (core message) for this year's campaign is “**Road Safety – A Life Long Journey**” which, in essence, incorporates 3-key elements that is, **Man, Machine** and **Mind**. This is crucial in ensuring the safety of the rider as well as other road users. **MAN** – emphasizes the importance of proper & adequate riding wear, whilst **MACHINE** which literally means **MOTORCYCLE** which needs proper and periodical maintained to ensure it is safe and roadworthy. Whereas **MIND** which is paramount in determining the overall safety by adopting the **RIGHT** attitude towards proper road usage. Hence, attitude is sub-divided further into 3 important practices called **3Cs** namely, **Concentration; Consideration; AntiCipation** throughout our life long usage of the road to **SAFETY**. All these are added to our **BKRSC-13** to create greater awareness for the motorcyclists to practice on daily basis to transform them to be safety conscious on the road.

Apart from creating awareness, we in Hong Leong Yamaha Motor (HLYM) also conduct 15-point safety checks on all motorcycles and advice motorcyclists on the importance of periodic maintenance and execute Yamaha Safety Riding Science programme (YSRS) which includes both theory & practical segments to educate motorcyclists on safety riding skills from a scientific approach at all 6 locations, starting from Sungai Besi Toll Plaza, this year.

Furthermore, to add value to this programme, we invite our co-sponsors like FKR Tyre Manufacturer to station its technical advisors at each location to conduct checks and educate motorcyclist on tyre maintenance. In addition, 100 helmets will be given to replace unsafe helmets, courtesy of KHI Helmets. While AEON credit services provides reflective helmet stickers. All participants will receive free safety vests, courtesy of P&O Insurance & Yamaha booklet featuring the highlights of the event & safety tips and messages at selected University & Polytechnic campus grounds and other selected locations.

Hong Leong Yamaha Motor will conduct the 13th Yamaha 'Balik Kampung' Road Safety Campaign will be held at the following dates & locations

Day / Date	Location	Venue
Thurs 18 Aug.11	Selangor	Sungai Besi, Toll Plaza (South Bound)
Fri 19 Aug.11	Kuantan	Majlis Perbandaran, Car Park, Jln Tanah Putih
Mon 22 Aug.11	Segamat	Dewan Jubli Intan Sultan Ibrahim,
Tues 23 Aug.11	Malacca	Universiti Teknologi MARA, Lendu (UiTM)
Wed 24 Aug.11	Perak	Universiti Teknologi MARA, Seri Iskandar (UiTM)
Thur 25 Aug.11	Penang	Politeknik, Seberang Perai, B.Worth

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