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MEDIA RELEASE



Over 9,000 Students Join Petron Road Safety Programme

Spreads Knowledge on Road Safety Rules, Vehicle Maintenance, Driving and Riding Habits

SINTOK – The 6th year of Petron’s Road Safety Program was met with so much enthusiasm as over 9,000 students from 84 universities and colleges in the country took part in the digital competition launched this year. Winners of the online game were revealed at the closing ceremony held at the Universiti Utara Malaysia.

Muhamad Najmi Adha bin Hj Nasir from UNITEN emerged as the grand prize winner in the competition, winning RM1,000 cash. The second prize went to Muhammad Hazim Bin Mohd Asri and Afza Sofiya Binti Azahari from UiTM Puncak Alam who received RM500 cash each. Five third prize winners were announced, each receiving RM200 cash.

In the Overall Institution category, Universiti Utara Malaysia, Sintok Kedah (UUM) gained the most number of points collected from the students’ participation throughout the campaign and finished first place. UUM received a cash prize of RM3,000. Winning second place was UiTM Pulau Pinang who took home RM2,000 while Universiti Tenaga Nasional (UNITEN) won third place, receiving RM1,000. Prior to this, 28 winners have already won the weekly prizes for achieving the highest score and best time.

Reaching out to the tech-savvy millennials, the online road safety game was a way to invite more participants to join the road safety initiative. As the leading road safety advocate, Petron Malaysia launched the new online game in collaboration with JKJR during the opening of its Road Safety Programme on 12 November.

“We believe that road safety is everyone’s responsibility. We took a different approach to reach out to our youth to engage them better. The online road safety game is a new learning experience for tech-savvy millennials to learn more about traffic rules, tyre safety, car maintenance and road etiquettes,” said Petron Corporate Safety, Security, Health and Environment Manager Lokman Hani.

JKJR director-general Mohd Nasri bin Ishak said, “In 2018 the number of deaths recorded was 6,284 compared with the number of recorded deaths in 2017 of 6,740. This difference of 456 or 7.25% decrease is an indication that all the initiatives taken by various parties to ensure the safety of the road have a positive impact. And of course, JKJR as coordinator for the new initiatives towards improving road safety will also continue to fully support every initiative undertaken by various parties to reduce road accidents and fatalities.

Thus, such strategic partnership and engagement between higher education institutions and relevant Government agencies is very timely. The younger generation and future leaders will be born here. In this regard, the awareness of road safety implemented from the beginning should have a positive effect,” added Mohd Nasri.

The online digital game tested participants’ knowledge on road safety, car care and maintenance as they complete a series of online quizzes on traffic rules, interactive preliminary vehicle check for cars and motorcycles, road signages, tyre changing, and car wipers, amongst others. It was open to all universities and colleges in Malaysia and anyone with a valid student ID can participate.

In making the Road Safety Programme online digital game a success, Petron collaborated with the Road Safety Department, Road Transport Department, Bosch Automotive Aftermarket Malaysia (Bosch AA) and Road Transport Department to develop the game.

“At Bosch AA, road safety has been a long-standing priority. We believe in raising road safety awareness to all drivers, especially youth on the importance of regular vehicle maintenance using quality car parts to ensure everyone’s safety on our shared roads. We are proud to collaborate with Petron to drive home the message of car and road safety to young drivers and contribute towards safer driving experiences behind the wheel,” said Dillion Goh, Marketing Manager, Bosch Automotive Aftermarket Malaysia.

Petron visited 10 universities and college campuses namely UiTM Puncak Alam, Universiti Teknologi Malaysia (UTM) Kuala Lumpur, Universiti Tenaga Nasional (UNITEN), UiTM Puncak Perdana, UiTM Shah Alam, Kolej Universiti Poly-Tech MARA, SEGI Universiti & Colleges, Dasein Academy of Art, and Saito University College as part of its engagement program with the youth.

Since the launch of the road safety programme in 2014, Petron has reached out to over 15,700 students at 21 universities and colleges. The Road Safety Program is aligned with the United Nation Sustainable Development Goal 11 - Sustainable Cities and Communities which targets to improve road safety awareness.

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About Petron Malaysia

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