

09/08/1997

M-cyclist Safety Campaign to reduce fatality rate

KUALA LUMPUR, Fri. - The Motorcyclists' Safety Campaign will be held in line with the Government's aim to reduce the fatality rate of riders.

The campaign will be launched by Prime Minister Datuk Seri Dr Mahathir Mohamad at 4.30pm on Aug 22 at Dataran Merdeka.

"The campaign aims to create a sense of awareness among motorcyclists, especially the younger generation," MP for Bukit Bintang, Dr Lee Chong Meng, said at a Press conference today.

He said the fatality rate involving motorcyclists had decreased last year because of various "multi-media" campaigns and continued enforcement of traffic rules through new programmes such as Ops Pacak, and involvement of the corporate sector.

He said an average of 17 people died on the road each day, 10 of them motorcyclists.

This rate worries the Government.

The Ministry of Transport plans to invite 4,000 motorcyclists to participate in the campaign.

Each participant will be given souvenirs such as T-shirts, caps and safety jackets.

(END)