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Road Mission

ROAD MISSION 2000 TO CURB ADVERSE INCIDENTS ON ROADS

KUALA LUMPUR, July 7 (Bernama) -- "Road Mission 2000", a road safety campaign to curb adverse incidents and reduce the number of road accidents on Malaysian roads, will be launched on July 22.

The three-year campaign, which aims to take a pro-active stance towards solving the problems currently faced on the roads, will be kicked off by Transport Minister Datuk Seri Dr Ling Liong Sik.

Transport Ministry parliamentary secretary Chor Chee Heung said today the campaign, with the theme of "Driving the Nation Towards Road Courtesy" was wholly sponsored by Kurnia Insurans Berhad.

"The campaign will start on July 22, 1997, and stretch on to the year 2000," he said at the briefing on the campaign, here.

Chor said the campaign, the longest and the first involving the private sector, would get full support and cooperation from the Transport Ministry, Royal Malaysia Police, National Road Safety Council, associations and private organisations.

He said the Transport Ministry would launch various campaigns to create road safety awareness which would be launched by the Prime Minister Datuk Seri Dr Mahathir Mohamad in August.

The activities for the campaign, to be implemented in three phases, would include symposiums, road bully campaigns, reckless driving campaigns, vehicle maintenance drive and roadshows to visit schools to educate the young.

The campaign's strategy was to accomplish the mission through a four-prong attack -- to reward, to educate, to prevent through alarming messages and to punish -- he said.

Chor said 400,000 Road Mission 2000 car stickers would be given out to all Kurnia policy holders and the public throughout the country and a spot-the-sticker contest which offers a total of RM100,000 in prizes, would be held.

Kurnia Insurans chief executive officer and managing director Adrian Loh said the company initially would spend about RM1.5 million a year for the campaign, mostly on advertisements.

Road Transport Department (JPJ) Enforcement Director Haji Shamsul Ariffin Mohamad said the department might consider reducing the fine on motorists with the campaign sticker to encourage them to participate in the campaign. -- BERNAMA

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