



BERJAYA SOMPO
INSURANCE

PRESS RELEASE

BERJAYA SOMPO FOSTER SAFE RIDING AT GRASSROOT LEVEL AT FOUR UNIVERSITIES

FOR IMMEDIATE RELEASE

As part of Berjaya Sompo Insurance Berhad's ("Berjaya Sompo") continuous effort to emphasise road safety, the Company recently supported Hong Leong Yamaha Motors ("HLYM") and the Malaysia Motorcycle Scooter Dealers Association ("MMSDA")'s 'Kempen Keselamatan Jalan Raya Balik Kampung Yamaha'. Organised for the 25th year, the campaign has gained recognition and support from various government agencies, including the Ministry of Transport Malaysia.

The campaign aims to promote road safety awareness, especially in the two weeks leading up to the Hari Raya festive season. It emphasises the importance of proper maintenance, adhering to speed limits, and safe defensive riding practices. According to the latest Malaysia Road Fatalities Index figures between 2010 and 2019, motorcyclists make up the highest number of road fatalities at 59 per cent.

As part of the campaign, Berjaya Sompo led a series of awareness and educational talks to inculcate proper riding etiquette for new riders at the grassroots level. The sessions highlighted road safety and the importance of proper maintenance, speed limits and safe riding techniques. The talks were held at Universiti Teknologi Malaysia (UiTM), Shah Alam, Universiti Tun Hussein Onn, Universiti Teknologi Petronas and Universiti Utara Malaysia and attracted over 300 participants.

Supporting this initiative is part of Berjaya Sompo's "Journey to a Sustainable Future" ESG purpose under the Social pillar. Berjaya Sompo aims to continuously educate consumers on road safety, consumers' safety when faced with accidents, and other topics focused on enhancing knowledge surrounding the importance of having adequate insurance coverage.

Samantha Onn, Manager

PR and Communications
Berjaya Sompo Insurance Berhad
H/P: +6018-272 7221
Tel: +603-2170 7000
Email: hmonn@bsompo.com.my