

Allianz gears towards road safety awareness

With increasing automobile traffic, road safety is becoming more of an issue in Asia. Allianz Asia Pacific gears up to build awareness with a special Allianz F1 Road Safety Show, held at the end of February in Malaysia and Indonesia.

Bumpy, jam-packed and monsoon-flooded roads, a family of four riding on one rickety scooter – a common traffic scene that can be encountered in several Asian cities. With thousands of new vehicles embarking on Asia's streets each day, there has never been a more important time for the motor insurance industry in the region.

According to the World Bank, the global road death toll will grow by approximately 66 percent between 2000 and 2020. This number reflects divergent rates of change in different parts of the world – e.g. a decline in fatalities in high-income countries of 28 percent versus an increase in fatalities of almost 92 percent in China and 147 percent in India.

With this in mind, motor insurance experts and executives of Allianz – globally and locally - met in Kuala Lumpur, Malaysia and Jakarta, Indonesia to promote road safety in Asia. The events highlighted Allianz commitment towards road safety through local entities, research of Allianz Center for Technology (AZT) and its partnership with Formula One as an effective platform to reach customers.



From left to right: Allianz Utama CEO Victor Sandjaja, Allianz Life CEO Jens Reisch, Allianz head of Marketing Communication Steven Althaus, AZT head Christoph Lauterwasser and F1 Expert Christian Danner

Engagement for road safety goes beyond insurance Alexander Ankel, CEO of Allianz General Insurance Company (Malaysia) Berhad said, "The Allianz Group has led to improvements in traffic safety and cost-savings through the automotive engineering research of Allianz Center of Technology (ACT). There are many road safety initiatives taken at a global level, and it is vital for Allianz in Malaysia to tap into this with the countless road accidents that happen every day in this country."

Allianz Malaysia had kicked off the year with a Road Safety Video Contest for college students. This they believe will target the issue at its core: the youth of today who are the drivers – and the leaders – of tomorrow. For this, Allianz teamed up with the Malaysian Institute of Road Safety Research to increase road safety awareness. Together they shared vivid facts on how vehicle safety can save lives.

Christoph Lauterwasser, Managing Director of ACT Automotive, pointed out that road safety needs a holistic approach, taking into account drivers, vehicle technology and road infrastructure. With this risk management approach, a large percentage of accidents is preventable, in Asia, Europe, and other regions too.

Improve driving skills

In Indonesia, Allianz Utama have invited novice drivers to driving coaching. Supported by former F1 driver Christian Danner and the ACT, the Indonesian motor society Ikatan Motor Indonesia coached the beginners on fundamental driving skills as well as accurate road safety behaviour.

The audience was impressed when the implications of a 30kmph crash test were shown. "I had no idea how serious crashes at low speed could be. I will definitely use my safety belt in future, even just for short drives," one participant commented.

"Traffic is becoming very hectic in Indonesia. Every day, new motor vehicles are joining the streets, which increase the risks on the road. As a good corporate citizen and also for the sake of our business, we need to increase the safety on the roads," commented Victor Sandjaja, CEO of Allianz Utama.

The Allianz CEOs in both Indonesia and Malaysia are planning further local initiatives to promote road safety.

About Allianz Formula One™ sponsorship

Since 2000 Allianz has utilized the global platform Formula One™ to convey the importance of safety in an effort to transport these practices to everyday roads. Allianz first entered into Formula One™ by becoming an official partner of the Williams team. In 2002, trackside branding was initiated to drive brand awareness worldwide, primarily targeting Europe and Asia. In 2007 Allianz reduced the engagement with WilliamsF1 and became an "Official Global Partner of Formula One™," providing exclusivity in the Financial Services sector and an increased focus on safety.

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