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Kurnia Insurans rolls out special edition helmets through *Program Adiwira Topi Keledar* to primary schools

Kurnia Insurans (Kurnia), a leading brand in general insurance, recently launched a series of coordinated CSR Road Safety Programme, 'Program Adiwira Topi Keledar' carrying the theme '*Hero yang Selamat adalah Hero yang Hebat!*' last month at Kuala Lumpur, Kota Bharu and Johor Bahru, respectively. The programme was kick-started with a helmet colouring contest where students from the participating schools were given the opportunity to express their creativity in designing their own helmets. The contest received a remarkable participation of **over 20,000 students** from all 30 schools.

The 30 winning designs will be adapted to produce special edition helmets distributed to the deserving pillion riders of these schools.

Top 3 drawings



Drawing by **Muhammad Aryan Wijemanna** (7 years old) from **Sekolah Kebangsaan Bandar Baru Sri Damansara 2, Petaling Utama** won the first place.



Drawing by **Haris Fauzie Bin Hanafi** (12 years old) puts **Sekolah Kebangsaan Morni Pok, Johor Bharu** at the second place.




The third place for this helmet coloring contest goes to **Wan Sofea Humaira Bt Wan Mohd Izani** (11 years old) from **Sekolah Kebangsaan Kubang Kerian 3, Kota Bahru**.

“Taking in consideration that these drawings were from primary school students, it was not shortlisted based on artistic composition but more on the message that the student wants to relay and the visual impact on the road,” said Grace Quah, Chief Distribution & Underwriting Officer of AmGeneral Insurance Berhad.

These custom designed helmets are targeted to be out on the road by July 2019 during the road safety roadshow at the schools.

According to *Malaysia Institute of Road Safety Research*, only 15% pillion riders wear proper helmets while riding on a motorcycle therefore putting children at high risk when travelling to and from school. Committed to the vision of 'Helping to Make Malaysia a Safer Place', this CSR programme is positioned to contribute measurable impact to this pertinent issue. Piloting the programme to provide child pillion riders with child-size helmet, Kurnia



aims to catalyse the behavioral change needed to promote positive road safety habit to children from a young age.

“This pilot programme was launched to provide insights toward the feasibility of a nationwide roll out. Upon receiving encouraging reception from our partners as well as incredible support from the Ministry, District Education Offices, teachers and parents, a phase two roll out is imminent,” said Derek Roberts, Chief Executive Officer of AmGeneral Insurance Berhad.

“Our partners have indicated positive interest to participate in this programme, therefore we will be coordinating a joint effort together with other corporate companies to reach out to more schools and even more students. Ultimately, we would like to provide a programme where Malaysians would be able to contribute in making this country a safer place on the road for Malaysians of all age,” he added.

End

About AmGeneral Insurance Berhad

AmGeneral Insurance Berhad (“AmGeneral Insurance”) is founded on a combined business of two former entities, AmG Insurance Berhad (“AmG”) and Kurnia Insurans (Malaysia) Berhad (“KIMB”) with the acquisition of KIMB by AmBank Group and IAG International Pty Ltd (“IAG”) in September 2012. With our strengthened market position, AmGeneral Insurance stands as a pillar of the industry, representing stability and strength with exceptional product offering, distribution and customer service.

Together, AmAssurance and Kurnia insure one in every six cars in Malaysia and is one of the leading in Motor with a market share of just over 15%. For overall general insurance, AmGeneral Insurance is top 3 in overall market share as of March 2018 by Gross Written Premium (GWP). With over two million unique customers, the company generates business from a comprehensive range of general insurance solutions distributed through a network of 33 branches, servicing 7,000 agents and dealers, as well as through AmBank’s branches nationwide.

For more information, please visit www.amgeneralinsurance.com

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