

New Road Safety Initiative

Allianz, as a global leader in insurance and investment is a partner in a new road safety initiative established by the Motor Sports Association (MSA), with the top prize now including a trip to the Italian Grand Prix at Monza in September. The campaign is also backed by Lewis Hamilton, the MERCEDES AMG PETRONAS Formula One Team driver who currently leads the 2014 FIA Formula 1 World Championship.



The governing body of UK motor sport recently launched a film competition for young people using the motor sport theme to highlight key road safety messages. The initiative has received grant funding from motor sport's world governing body, the FIA, and supports the FIA Action for Road Safety project. Working with Allianz as a partner has allowed the MSA to extend the entry deadline from 31 May to 18 July and the winners will now be crowned at the Italian Grand Prix on 6-7 September instead of July's British Grand Prix.

As one of the largest car insurers in the world, with more than 50 million cars covered, and as official Road Safety Partner of Formula 1, Allianz is committed to making roads safer, reducing road traffic accidents and minimising fatalities and injuries. Statistics confirm that road accidents are still the biggest killer among 16- to-24-year-olds in the UK. Working with the FIA, the MSA has devised a special competition for young people in two age categories, 14 to 18 and 19 to 24, to create a short film bringing to life one of the FIA's 10 Golden Rules:

- Buckle up
- Respect the Highway Code
- Obey the speed limit
- Check tyre pressures
- Drive sober
- Protect children
- Pay attention
- Stop when tired
- Wear a helmet (on two wheels)
- Be courteous

The two winning teams will travel to Monza, where they will join Hamilton to receive a £2,000 prize for their educational establishment's film or media studies unit. They will also win a driving experience day at Silverstone and their winning films will be broadcast during Sky Sports F1's programming. Four runners-up (two per age category) will each receive a cash prize for their school/college/university and will be

invited to attend a British motor sport event of their choice.

Ben Taylor, MSA Director of Development and Communications, said:

“We are delighted to welcome Allianz as a partner in this competition. It provides an exciting opportunity to engage with young people in a very practical way and creates a fun but educational approach to the road safety message through the medium of motor sport. Due to the very nature of our sport, safety is absolutely paramount and developments in vehicle and venue design as well as driver safety equipment, largely through the great work of the FIA Institute, have become very significant. All motor sport competitors recognise that there is a time and a place for driving at speed or in competition and that is in a regulated and controlled environment at a track or similar motor sport venue.

Details of how to enter the competition, including full Terms and Conditions, can be found on the MSA website: www.msauk.org