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## **SHELL MALAYSIA PARTNERS MIROS TO IMPROVE ROAD SAFETY THROUGH ADVANCE TECHNOLOGY WITH iRAP PROGRAMME**

*Comprehensive programme to analyse roads nationwide with advance technology and provide high-return road safety countermeasures*

**KUALA LUMPUR, 12 FEBRUARY 2016** - Shell today announced its partnership with the Malaysian Institute of Road Safety Research (MIROS) to improve road safety through the International Road Safety Assessment Programme (iRAP).

The iRAP uses a vehicle outfitted with advanced technology to analyse 13,000km of expressways and federal roads nationwide. It then assigns appropriate ratings based on the data collected. The ratings, based on a 5-star scale, serve as a benchmark to pinpoint where improvements are needed. Then, through a consistent methodology, the data is used to develop high-return road safety countermeasures designed to prevent road accidents.

Shell's partnership with MIROS will drive research and development activities related to the programme. As one of the leading fuel retailers in the country with over 950 retail stations nationwide, Shell Malaysia welcomes MIROS' effort to improve road safety standards and, most importantly, to share this information with the public, so drivers can be more aware and drive carefully.

The partnership was marked by a signing ceremony witnessed by YB Dato' Sri Liow Tiong Lai, Minister of Transport Malaysia. He said, "The Ministry of Transport aims to provide an integrated, efficient, cost-effective, environmentally friendly and, above all, safe transportation system. We need the participation of all stakeholders to address the pressing issue of rising road accident and fatality rates. With this collaborative effort, I am heartened to see MIROS and Shell Malaysia collaborating and leading the way in improving road safety measures."

Commenting on the partnership, Datuk Iain Lo, Chairman of Shell Malaysia said, "Safety is part of our DNA and road transport is a necessary part of our business activities. Just for scale, today in Malaysia alone, our contractors drivers travel about 50 million kilometres yearly, the equivalent of 4 times around the world every day! It is our hope that this Road Assessment Programme will help reduce accidents on our roads. Shell will also use iRAP star ratings in our journey

management plans and improve our own road safety measures. We hope others will do likewise. I also hope that our action today will inspire other corporate sponsors to support MIROS for this important initiative.”

“We will utilise this sponsorship to elevate our research activities to a higher level in achieving better outcomes for our stakeholders and road users. This partnership will allow for continuous cooperation and sustainable road safety efforts in Malaysia,” said MIROS Director-General Professor Dr. Wong Shaw Voon.

In 2015, the Royal Malaysian Police (PDRM) recorded 489,606 cases of road accidents in Malaysia, with 6,706 fatalities. MIROS is taking lead to enhance road safety studies and generate findings to formulate cost-effective road safety interventions.

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**About Shell** - [www.shell.com.my](http://www.shell.com.my)

Shell is a global leader in power, energy, and gas technology and is working to meet increasing energy demand and supply challenges by delivering smarter products and cleaner energy, infrastructure, and by developing new energy sources while addressing the impact on the environment. Malaysia is one of Shell’s heartlands. The history of Royal Dutch Shell in Malaysia started more than 120 years in Miri, Sarawak. Shell currently has a strong market presence in the upstream and downstream sector in Malaysia.

**About MIROS** - [www.miros.gov.my](http://www.miros.gov.my)

The Malaysian Institute of Road Safety Research (MIROS) was established in 2007 as an agency under the Ministry on Transport Malaysia to serve as a central repository of knowledge and information on road safety. The findings derived from research and evidence-based intervention programmes provide the basis for the formulation of new strategies, legislations, policies, and enforcement measures, governing road safety at the national level.

Principally engaged in research, MIROS collaborates closely with local and international government agencies and private bodies to further the cause of road safety, serving as a one-stop centre for the generation and dissemination of road safety information and data.

**About iRAP** - [www.irap.org](http://www.irap.org)

The International Road Assessment Programme (iRAP) is developed to upgrade the safety of the road environment in low and middle income countries in

order to reduce road fatalities. The programme is getting funding support from the FIA Foundation. iRAP aims:

- **High-return countermeasure programmes** - Recommend high-return road safety countermeasures using a globally consistent methodology.
- **Sustainable operation** - Be sustainable in its operation to drive down the cost of death and serious injury that are economically significant
- **Performance tracking** - Provide the methodology to implement performance tracking to enable continuous global improvement in safety performance
- **Technology transfer** - Assist in the training and technology transfer to build and sustain national, regional and local capability
- **Knowledge sharing** - Share experience and knowledge of effective road safety programmes worldwide