

### **Road traffic safety: Brander Feld primary school, Aachen wins award in MobileKids school campaign**

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- **Nationwide road safety initiative teaches primary schoolchildren how to stay safe**
- **60 classes from primary schools in ten German states took part in the road safety competition**
- **Brander Feld primary school was chosen the winner, taking away safety training in the school bus and cycle helmets**
- **MobileKids teaching materials being used with around 40,000 children**
- **Prof. Dr Thomas Weber, Member of the Board of Management of Daimler AG responsible for Group Research and Mercedes-Benz Cars Development, and patron of MobileKids: "It's great to see how committed teachers, parents and schoolchildren are to teaching road safety. With our road safety initiative we're helping to ensure that schoolchildren are even safer now and in future when out on the roads."**

Stuttgart - The road safety competition run by Daimler's MobileKids initiative entered its fifth year. Altogether 60 classes from schools in ten German states took part in the MobileKids School Days. "It's great to see how committed teachers, parents and schoolchildren are to teaching road safety. With our road safety initiative we're helping to ensure that schoolchildren are even safer now and in future when out on the roads", says Prof. Dr Thomas Weber, Member of the Board of Management of Daimler AG responsible for Group Research and Mercedes-Benz Cars Development, and patron of MobileKids.

The Brander Feld primary school in Aachen was the winner. The schoolchildren from the winning classes 1a and 1b along with their partner classes 3a and 3b demonstrated a great deal of commitment and developed creative ideas to make their journey to school safer. In an interdisciplinary

series of lessons focusing on “Safe journey to school” they looked at risks, for instance, or how to be consciously aware of noises in order to identify road traffic risks early on. The 56 schoolchildren in total from the winning classes from Aachen will receive TÜV-approved MobileKids cycle helmets, certificates, and special safety training in the school bus in which the partner classes can also participate. The children will learn how to be careful in and around the school bus, look out for one another and cross the road safely.

### **Exemplary projects at schools in Berlin and Stuttgart**

The MobileKids committee has also decided to award certificates to a class from the Carl-von-Ossietzky School in Berlin and the Sillenbuch German-French primary school in Stuttgart for their outstanding work in promoting road safety. In the cycle working group at the Carl-von-Ossietzky School, Berlin, children learn to play together through play-based exercises aimed at promoting fine motor skills, body awareness and sensory perception. All of which reinforces their ability to cycle safely and carefully on the road. This project links road safety with elements of play and tackles the issue of road traffic education by setting a good example. The schoolchildren from the German-French primary school, Stuttgart have reduced the road traffic right in front of their school by means of a walking points system for schoolchildren and newly set up “parent taxi stops”.

### **Actively engaged in road safety since 2011**

The aim of Daimler's road traffic initiative is to use play to give children the skills needed to cope with road traffic so that they can identify road traffic risks for themselves and get around carefully and safely. Classes in primary schools have been receiving free of charge advertisement-free road safety teaching materials since 2011. The materials were used by around 40,000 children in the last school year. They provide the basis for planning, implementing and documenting project days. The documentation provides each primary school class in Germany with the opportunity to take part in the MobileKids school competition. Entrants are judged not only on the basis of the schoolchildren's active commitment and creativity, but also on their contribution to improving road safety over the long term. The nationwide MobileKids school campaign is being continued, with primary school classes able to register for the 2015/2016 school year via the MobileKids homepage [www.mobilekids.net](http://www.mobilekids.net) from autumn 2015.

Photos of the prize-giving ceremony for the Brander Feld school will be available online from 14:00: [www.media.daimler.com](http://www.media.daimler.com)

Further information about MobileKids is available online:

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[www.mobilekids.net](http://www.mobilekids.net) or [www.facebook.com/MobileKids.net/info](https://www.facebook.com/MobileKids.net/info)

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The company founders, Gottlieb Daimler and Carl Benz, made history by inventing the automobile in 1886. As a pioneer of automotive engineering, Daimler continues to shape the future of mobility today by focusing on innovative and green technologies as well as on safe and superior vehicles that captivate and inspire. Daimler consistently invests in the development of alternative drive trains – from hybrid cars to full electric vehicles with battery and fuel cell – to enable zero-emission driving for the long term. Moreover, the company is actively promoting accident-free driving and intelligent networking all the way through to driverless cars. This is just one example of how Daimler willingly accepts the challenge of meeting its responsibility towards society and the environment.

Daimler sells its vehicles and services in nearly all the countries of the world and has production facilities in Europe, North and South America, Asia and Africa.

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