



Mercedes-Benz

Corporate

Press release

Daimler Group partnership takes transit education project to 64 public schools in São Paulo

- **The Mobile Kids project, present in 11 countries, promotes the transit education for children between 6 and 10 years old**
- **The didactic material will also be distributed to over 50 private schools in São Paulo capital city**
- **The project contents have been developed by Daimler, in partnership with the University of Koblenz, in Germany**

This week the partnership between Mercedes-Benz do Brasil and the Humboldt School aiming at achieving more conscious and safe transit made an important progress in the social aspect. The Mobile Kids booklet, developed by the Daimler group has been distributed to over 64 public schools and 58 private schools in the city of São Paulo. This initiative aims at emphasizing for children from 4 to 10 years old the importance of the transit education in a pedagogical and didactic manner. This material will be available for the use of teachers of over 100 schools in the city of São Paulo.

The Mobile Kids is a Daimler's worldwide project that develops, with the support of professional consulting experts, materials that focus safer transit and the prevention of accidents. The project has been prepared in Germany, in a partnership with the University of Koblenz, and has as goal to stimulate children to share with their parents and relatives important concepts about the subject, in order to create a more conscious society. "With this initiative it is possible to spread teachings in the present that will

be fundamental also in the future of such children. Being able to divulge this actions to other schools in Brazil is very gratifying, and strengthens even more a project which is already successful in other places of the world”, states Luiz Carlos Moraes, Director of the Corporate Communications and Institutional Relations area of Mercedes-Benz do Brasil, and person responsible for the Social Responsibility of the company.

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Sharing information

The Mobile Kids is one of the projects that belong to the *AutoHumboldt Program*, also supported by Mercedes-Benz do Brasil and that promotes by means of partnerships with the transit authority (Detran), lectures, hiking trips and awareness classes also concerning the responsible transit. The Daimler's project supplements the initiative of the school due to the importance of the subject, the institution has decided to share didactic materials with other schools in São Paulo, making possible the spreading of the knowledge to the children or the public and private schools networks.

The Humboldt school was responsible for the translation and printing of the material that will be kept available for use from this month on within the normal teaching grade of the beneficiary schools. The booklet is composed of cards, records, explanatory drawings, and card games that represent the traffic reality and stimulate the participants to think about safety and responsibility with regard to pedestrians, cyclists and drivers in general.

“The didactic materials pertaining to the Mobile Kids are used by all the countries that implement the project. This way we manage to reach the children, bringing them fun and information” completes Luiz Carlos. The international presence of Daimler makes possible to adapt the project to various languages with the support of local partners, such as the Humboldt school here in Brazil. Countries such as Russia, China, and Turkey also

offered to children the translated contents that represent the reality of the traffic of each country. Page 3

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