

## Working together for greater road safety

### MobileKids

Children should be safe and confident in road traffic – regardless of whether they are alone or accompanied and irrespective of their means of transport. To achieve this goal, Mercedes-Benz launched the MobileKids road safety initiative in 2001. Since then, we have already helped several million children worldwide to recognise dangers at an early stage and to act responsibly in road traffic.

The initiative offers an informative, entertaining and ad-free concept that focuses on prevention. With free materials and practical content available on our website, we support not only children, but also parents and teachers in preparing the youngest children for traffic in the best possible way.



### Website

The bilingual MobileKids website (English/German) is the centrepiece of the road safety initiative and offers a wealth of information on all aspects of road safety.



New articles, entertaining explanatory videos and practical teaching materials are regularly published here, which are specially tailored to parents and teachers. From tips for safe cycling and correct behaviour at bus stops to the meaning of traffic signs – MobileKids has something for everyone.

Click here for the website!



### Downloads

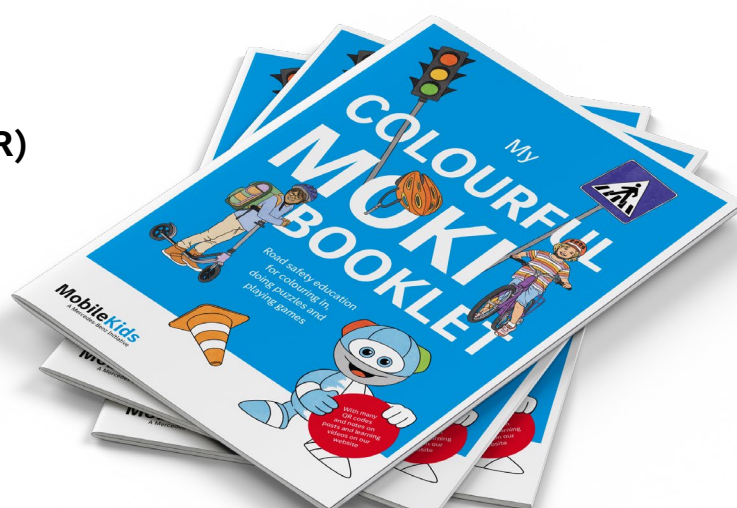
Use our wide range of materials for teachers, educators and parents for lively road safety education:

**The colourful Moki booklet (EN/GER)** is all about fun and learning with colouring-in, puzzles and safety tips.

**Educational material and learning units (EN/GER)** for lessons can be used flexibly.

**Worksheets and handouts (EN/GER)** with exercises for primary school children.

**Many explanatory video formats (EN/GER)** that make important traffic topics understandable.



All of the ad-free content is available free-of-charge on the MobileKids website under the „Downloads“ area and can be used individually – thus making it ideal for kids aged between five and ten years.

### Moki



Moki is the mascot of MobileKids. With the bright traffic lights on its head, it playfully accompanies children through the colourful world of road safety.

Whether in our explanatory videos, on worksheets or at events – Moki teaches knowledge in a fun way and ensures that the MobileKids messages truly come to life.

### Contact

Do you have any questions or would you like to learn more?

We're here for you!  
[info@mobilekids.net](mailto:info@mobilekids.net)  
[www.mobilekids.net/en](http://www.mobilekids.net/en)

MobileKids is part of the Mercedes-Benz commitment to corporate citizenship. With it, we strive to make a contribution to society that goes beyond our core business.



Free newsletter: Information on all aspects of road safety delivered to your inbox several times a year. Register here!