

# Ready for road traffic



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# Preface



As the inventor of the automobile, we have been particularly committed to vehicle and traffic safety for many decades. We consistently follow our guiding principle, the “road to accident-free driving”. We have been a driving force behind the advancement of the entire automotive industry with innovative vehicle architectures as well as intelligent protection and assistance systems. For us it is not just about protecting the occupants of our own vehicles, but about the safety of all road users. Safety has priority – and that particularly applies to the youngest road users, our children! With our “MobileKids” traffic safety initiative, we want to make especially children fit for taking part in the traffic on our streets and roads. Since the programme began in 2001, we have reached more than 2 million kids with our offerings.

With the international “MobileKids” campaign, children aged between six and ten years playfully learn about safe behaviour in road traffic. The offerings of MobileKids range from extensive information and teaching materials for parents and teachers to contests for learning institutions and a wide variety of online offerings and activities.

More than five billion people are part of the traffic flow worldwide on a daily basis: on foot, on their bike, on the bus, in trucks or in cars – be it as drivers, co-drivers or passengers. Among them are a good many children, too. In many countries around the world, MobileKids proposes lessons, materials in the local language and individual activities in order to make children aware of the challenges of road traffic. I am very pleased to sponsor this initiative and look forward to all those who will join with us in improving the safety of our children.

Yours

**Ola Källenius**

Member of the Board of Management

Group Research & Mercedes-Benz Cars Development

CEO and Patron of MobileKids

Fit for road traffic  
with MobileKids



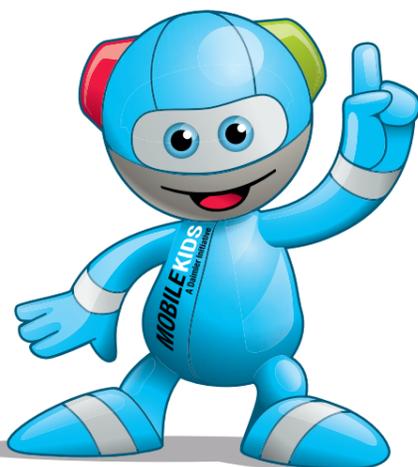
# Out and about all over the world for more road safety

Learning to be safe in traffic – playfully.

Being safe in traffic is important to us all. Children are particularly at risk on our streets and roads. They become independent road users somewhere between the ages of six and ten when they start making their way to school or sports practice on their own. That is why it is important to raise their awareness of the potential risks, and to practice being careful in traffic to allow them to roam safely.

**MobileKids is a global initiative.** Developed with the help of experts, MobileKids has been active successfully all over the world since 2001. The goal is to make the subjects of **being safe in traffic and preventing accidents** natural components of the daily routine of parents and children. Together, adults and children can ensure more safety on the roads and streets, and be confident masters of their daily mobility.

Daimler's international presence makes it possible to adapt MobileKids activities to specific national needs and implement them together with local partners. For the first time in the history of traffic safety work, MobileKids employs a uniform concept to address children all over the world. The idea is simple: MobileKids is fun – because that is how children remember what they learn and experience, and do so almost as an aside.



**France** 

- Since 2016
- Traffic school for children as part of the Kidexpo 2016 in Paris
- Traffic course for children aged four to twelve years
- Road safety experts accompanied the children and provided valuable advice

**Poland** 

- Since 2015
- Traffic safety park on the occasion of the Orlen Warsaw Marathon, with a safety circuit for children and experts in traffic safety accompanying them and giving useful hints.

**Romania** 

- Since 2013
- Trainers from Save the Children Romania visited schools in and around Bucharest along with the MobileKids mascot Moki
- Information events and interactive lessons
- Website featuring online road safety training materials for children
- Campaigns on the local radio station
- Information brochures and teaching materials, including quizzes and notebooks

**Turkey** 

- Since 2013
- MobileKids truck tour of schools – “Traffic Firefly” project
- MobileKids website
- MobileKids Facebook and instagram page
- MobileKids online education module
- MobileKids events at theme days and trade shows
- Cooperation partner: Turkish charitable foundation TEGV

**Germany** 

- Since 2001
- MobileKids school days
- MobileKids teaching materials
- MobileKids website with Safety Map
- MobileKids traffic schools
- MobileKids events
- MobileKids cooperation projects
- Give-aways
- Facebook

**Russia** 

- Since 2014
- Information stands for kids on road safety at Mercedes-Benz roadshows throughout Russia
- Moki Zones at several department stores with road circuit, workshops and interactive games
- MobileKids driving licence
- Informational material
- Educational videos made with local celebrities and MobileKids ambassadors
- Website

**Hungary** 

- Since 2012
- Opening of a mobile MobileKids road safety park
- Introduction of MobileKids corners in Mercedes-Benz dealerships
- Prize draw to win a car
- MobileKids events

**China**

- Since 2012
- Educational programme as a fixed part of the curriculum
- More in-depth MobileKids content with Star Bases, educational and recreational centres for kids
- MobileKids website
- MobileKids Weibo (Chinese equivalent of Twitter)
- MobileKids Wechat (social messaging)
- MobileKids film
- MobileKids learning and teaching brochures

**South Korea** 

- Since 2014
- Special focus on road safety training for children from disadvantaged backgrounds
- Give-aways for children with educational materials, flashcards and stickers
- Website with animated films, learning materials and information

**Malaysia** 

- Since 2013
- Children and parents made aware of key road safety topics
- Information boards and videos for parents, a race circuit with remote-control cars, road safety training with road signs for children
- Road sign jigsaw puzzles

**Brazil** 

- Since 2014
- Project week incorporated into curriculum and lesson plans in Southeast of Brazil
- Target group expanded to children between the ages of four and 18 (learner drivers) with separately developed additional content
- Car park fully converted into road safety training centre
- Lots of give-aways for participants of all ages in project weeks
- Moki dolls and action figures for children of different age groups

**Mexico** 

- Since 2011
- Activities for all ages
- Road safety training and information about traffic hazards, provided for example via summer courses for children and adults

# Educational material and nationwide contest for primary schools

Road safety in German schools – entertaining presentation makes learning fun.



The MobileKids educational material helps primary school teachers to organise the MobileKids school campaign, a nationwide school contest. However, the educational material is also designed as a stand-alone module that can be easily integrated into the curriculum of the different federal states and their road safety learning units. The material addresses key aspects of road safety that are of particular relevance and interest to primary school children, and combines them into six modules. In addition to a teacher's manual, the material includes:

#### Module 1: See and be seen

Along with hearing, seeing is a crucial basis for being safe on the roads. This module is intended to train children's visual perception.

#### Module 2: Crossing the street

Many children begin to extend the range of their activities when they start school, and are increasingly out and about on their own. This module is intended to help children recognise and anticipate traffic risks.

#### Module 3: Riding your bike

The traffic environment is not focused on the needs of cycling children. Motorists don't always anticipate the presence of children and can easily overlook them. In addition, children are often not up to the challenges of flowing traffic. The module is intended to equip children with the skills they need to ride their bikes on the road.

#### Module 4: Being a road user

Compared to adults, children's behaviour on the road is much less controlled due to their strong urge to move. This module is intended to teach children to be mindful of other road users.

#### Module 5: Safe on the way to school

Making their own way to school helps children develop their independence. As an alternative to being driven by their parents, children can get to school by using the bus or walking. This module teaches aspects of road safety and social consideration.

#### Module 6: Mobility of the future

Modules 1-5 are intended to teach children the necessary skills to be safe in traffic. This module teaches them about the history of mobility and invites them to take a look at its future.

MobileKids school campaign.  
This is how it works.

It is very easy for schools to participate: Interested schools can register on the **website** at [www.mobilekids.de/schulaktion](http://www.mobilekids.de/schulaktion). They receive a guide with project suggestions and materials. Many of the 15,000 primary schools throughout Germany organise individual, creative projects, either as part of lessons or during special project weeks. The best concepts submitted are presented on the website.

**The winners can look forward to a visit from the MobileKids school bus tour with some practical road safety training.**

#### The competition categories:

##### Category 1 – Bike safety

Create a cycling proficiency course or develop a roadworthiness test in the bike workshop. This category is all about cycle safety.



##### Category 2 – School route planning

Organise some pedestrian training sessions or exercises on such topics as "See and be seen". Or why not plan a safe route to school using our interactive MobileKids Safety Map (p. 13) and submit that?

##### Category 3 – Creative workshop

Present a road safety topic of your choice in an imaginative way: photo collages, pictures, models, videos – be as creative as you like!

##### Category 4 – Road knowledge

Together with your students, answer a short online questionnaire about the MobileKids educational material and some general road safety topics.

**Our tip:** Increase your chances by entering more than one of the categories.





## 15 years of events, workshops and collaborations

With MobileKids, Daimler AG in Germany has been demonstrating its sense of responsibility as a company – for fifteen years.



Not only does MobileKids give children the skills they need to use the roads safely, it also helps parents to protect and prepare their children even better. **Events** are staged with exciting games and activities that appeal to kids, while adults can also learn about the work of MobileKids at motor shows or industry events.

In addition to its work in education, MobileKids Germany also provides out-of-school activities. The initiative maintains **partnerships** with family theme parks, where traffic schools make learning easy and fun.

During **workshops**, children are encouraged to discuss topics and questions relating to traffic and safety. New perspectives are raised by the way in which children see life in the city. What would they change if they could?

Questions like “How do people move around in the city?”, “What about nature in the cities?”, “How do people live side-by-side in the city?”, “How does it feel to go to school in the city?” and “What do children who live in the city do in their spare time?”, help kids with their task. MobileKids passes on the children’s answers and ideas collected during these workshops to policy-makers to enable them to make cities and urban society more child and family-friendly.

In September 2016 the initiative celebrated its 15th anniversary, and of course many children were invited to join in the festivities. The young guests were able to obtain their MobileKids driving licence in electric replicas of the Mercedes-Benz SLK Roadster on a specially constructed course around the Mercedes-Benz Museum, and they could practise safe behaviour at bus stops and on the bus in school bus training sessions.

### MobileKids campaigns and collaborations. A selection.

- MobileKids activities at events all over Germany attract hundreds of thousands of attendees each year. Adults and children have the opportunity to learn about MobileKids and test their knowledge with games.
- Road Safety Days: As a partner of the Ravensburger Spielplatz theme park, MobileKids supports the international Road Safety Days with various activities for 40,000 year-one primary school children from southern Germany, Vorarlberg and Switzerland who are invited to the event.
- Ravensburger Kinderwelt in Kornwestheim: One of the main attractions of the Kinderwelt theme park near Stuttgart is Daimler’s MobileKids traffic school.
- Verkehrspuppenbühne Stuttgart: The traffic puppet play “Punch and the Racing Roland” has been performed more than two hundred times in nursery and primary schools in the Stuttgart area.
- MobileKids has a presence at events such as the season opening of the German Touring Car Masters on Hockenheimring race track, the i-Mobility trade fair and the “Stars & Cars” party to celebrate the Formula 1 winner in Stuttgart, offering information as well as a driving course and games, along with an opportunity to obtain a MobileKids driving licence. Celebrities like DTM driver Christian Vietoris are always keen to support the initiative at such events.
- Since 2015, the initiative has been offering teachers’ workshops on how to use the educational material – for example at the didacta educational expo where MobileKids has been represented since 2014.

MobileKids is also present at many other motor shows and trade fairs. In addition to games for all ages, it uses t-shirts, lanyards, key rings and similar giveaways to create awareness for the activities of the initiative.

# The online presence – worldwide information

Connectivity on all channels.

The MobileKids website is an important central source of information for parents and teachers. Activities and downloads as well as games for children at [www.mobilekids.de](http://www.mobilekids.de) complete the online offering.

In addition to a regularly published digital magazine, important information about the schools' competition, and the complete range of educational material, parents and teachers can also find accessible supplementary material on the topic of road safety education.

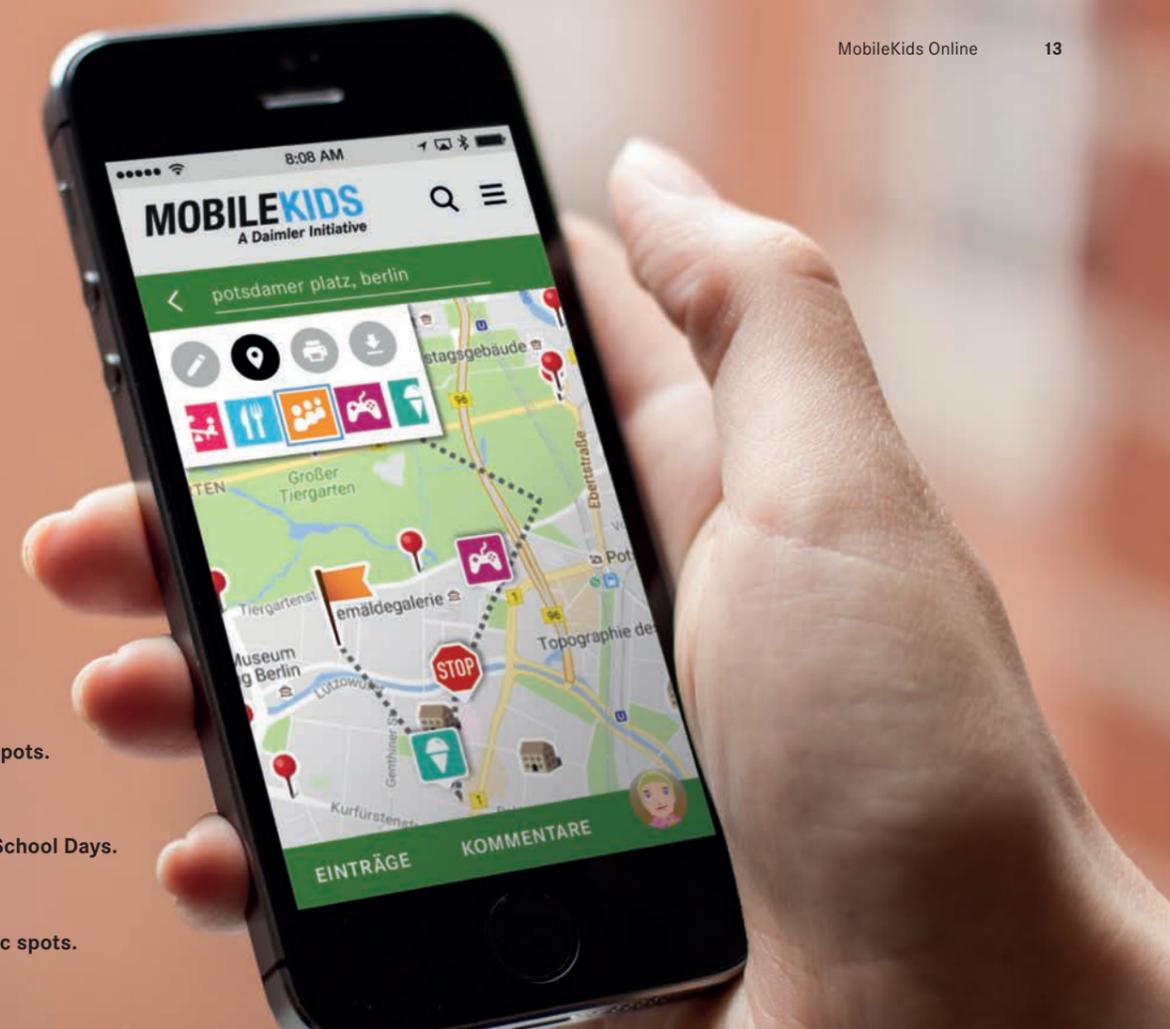
All online content is available on the go. The website also gives visitors access to an overview of all national websites in the respective national languages.

## The MobileKids website

- Information about road safety
- Schools' competition
- Educational material for download
- Newsletter
- Games
- Safety Map
- Route planner

## Other online activities

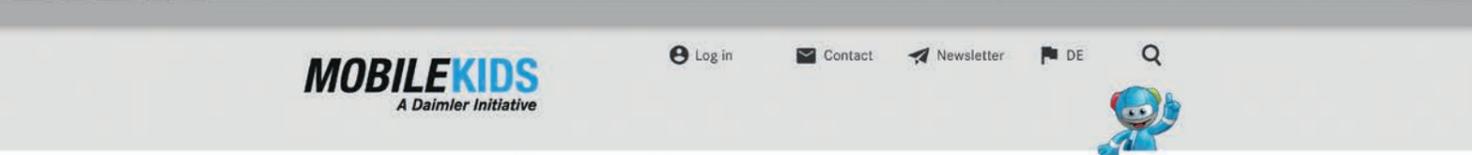
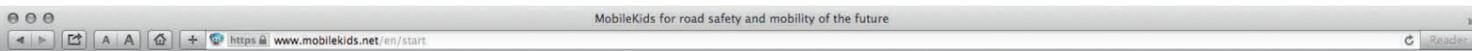
- MobileKids Facebook posts
- Overview of the MobileKids national websites



Safe traffic spots.

MobileKids School Days.

Critical traffic spots.



## News



# Safety Map – safe routes created by the community

Since 2011, the MobileKids community has been plotting particularly safe or unsafe traffic spots all over Germany on the MobileKids **Safety Map**. Parents and children can use this information to work out the safest way to school together. The Safety Map is the first web-based map of its kind in Germany.

The interactive MobileKids Safety Map makes it possible to do this from anywhere, and on any device. The virtual map allows all users to jointly mark and comment on risky places on the daily route to school or nursery. Users can simply take pictures of these places with their smartphones and upload them with comments to the MobileKids Safety Map.

In a video on [www.mobilekids.de/safetymap](http://www.mobilekids.de/safetymap), DTM driver Christian Vietoris explains how to use the map and how to add your own information.

Using the Safety Map's school route planner, individual routes can be planned during lessons or at home. Particular points along the way can be entered into the Safety Map and then printed out. This makes it possible to practise new and familiar routes, as well as those with difficult traffic conditions, in the virtual world.



## Promoting youth sports and child safety

The MobileKids project in Hungary primarily aims to promote and support traffic safety education for children between the ages of four and ten.



Parents and children can also obtain extensive information about other corporate programmes and the Mercedes-Benz brand.

Training courses in kindergartens and elementary schools started in 2012. Apart from the main focus of children's safety in road traffic, MobileKids also supports other children's aid organisations in Hungary which for example focus on sport or child protection.

In the last two years the efforts concentrated on raising the public profile of the MobileKids project in general. To this end, events for children were organised and visits to existing events were made, such as to the Children's Day in Városliget, the horse therapy contest and the in-house family days. On the stand of MobileKids, children were able to practice with small cars, bicycles or scooters

in a small mobile traffic safety park. Visitors were able to put their knowledge about traffic safety to the test in a quiz. A booklet with trading cards for completed exercises was handed out, and the children were able to take part in many subject-related activities with toys, cars, colouring books and board games. Furthermore, Moki corners for children were established at the Mercedes-Benz sales and service outlets.

The Hungarian counterpart to [www.mobilekids.de](http://www.mobilekids.de) was put online at [www.kozlekedjbiztonsagosan.hu](http://www.kozlekedjbiztonsagosan.hu) and is being continuously enhanced. Representatives of public offices and the media can also access information about the latest events on Daimler's Hungarian media website at [media.daimler.hu](http://media.daimler.hu). In addition to information brochures, small gifts such as bracelets, reflectors,

safety vests, key chains and stickers were also distributed at the events. In Hungary, MobileKids works with the police, the National Office for Traffic Safety, the "Life on the Road" programme and the International Child Safety Service. Other collaborations with charitable organisations are starting up.

A traffic safety education programme has been developed with Mercedes-Benz Kecskemét, and integrated as a fixed part of the curriculum in local schools. In the near future, traffic safety education is to become part of the curriculum in many kindergartens and schools. The education authorities have already been involved.

### MobileKids Hungary at a glance

- The traffic education programme is a fixed part of the curriculum in schools in Kecskemét, and a competition also takes place.
- Education of children between the ages of four and ten.
- Support for children's aid organisations.
- Organisation of own events.
- Support for existing events such as the Children's Day in Városliget or the horse therapy contest.
- Play street with small cars, bicycles or scooters.
- Quiz about traffic rules, exercises.
- Many subject-related activities with toys, cars, colouring books and board games.
- Moki corners at Mercedes-Benz sales and service outlets.
- Information brochures and small gifts such as bracelets, reflectors, safety vests, key chains and stickers.

In Hungary, MobileKids works together with various charitable organisations and the police. Other collaborations are planned.



# Road safety with electric cars



At Mercedes-Benz in Russia road safety has a high priority.

MobileKids has been active in Russia since 2014. The project emerged from a range of smaller activities with “MobileKids Zones” that had been part of Mercedes-Benz events and roadshows in previous years. MobileKids combines all of the activities with a focus on enabling kids to be responsible road traffic participants. The initiative, which consists of activities in and around Moscow as well as nationwide roadshows, is aimed at kids aged 5 to 11 and their parents.

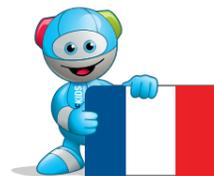
In 2016, the initiative established a MobileKids Zone – play spaces for kids where they can drive around traffic courses with electric miniature cars and learn about road safety in a playful way – in the “Moskvarium” in Moscow and at other Mercedes-Benz Russia events like open days in showrooms, test-drive events, and regional tours. An information booth was also set up for the German car day at the German embassy. Customers and their families from around the country have been invited to these events and were thus reached with these road safety messages.

In addition, the Mercedes-Benz Russia website [www.mercedes-benz.ru/mobilekids](http://www.mercedes-benz.ru/mobilekids) has published information about road safety using videos that were made together with local celebrities and MobileKids Russia ambassadors.

## MobileKids Russia at a glance

- MobileKids Russia has been campaigning for better road safety for children since 2014.
- The MobileKids initiative is part of nationwide Mercedes-Benz Russia roadshows like the German car day at the German embassy.
- Together with local celebrities and MobileKids ambassadors, MobileKids Russia has developed videos on the topic of road safety that are made for children and are available online.

# Road safety add-on for family cars



MobileKids and the vans division of Mercedes-Benz France at the Kidexpo in Paris.

The Kidexpo in Paris in October 2016 was dedicated to children aged 4 to 12 and their families. The vans division decided to participate at the expo, as their product range from V-Class to Citan also aims at families. MobileKids implemented a traffic school and workshops for kids at the stand.

The traffic course for kids was to help increase the children’s awareness of the problems and dangers of road traffic. The children were able to get behind the wheel themselves and drive around a circuit in toy cars. Road safety experts accompanied the children on their drive and taught them, in a fun way, all about the rules of the road and how to behave on the road.

For 2017, MobileKids France is planning to enlarge the engagement.

## MobileKids France at a glance

- Traffic school for children as part of the Kidexpo 2016 in Paris.
- Traffic course for children aged four to twelve years.
- Road safety experts accompanied the children and provided valuable advice.



# More safety with “Children on the Roads”

Protection for those in Turkey who need it most.



Despite the downward trend in recent years, the number of traffic accidents in Turkey is still a key issue. As in most countries, traffic safety is a top priority. But accident statistics show that contrary to other parts of the world, children are involved remarkably often in Turkey. These are good reasons for starting an effective and sustained initiative.

As a collaboration project between Mercedes-Benz Türk and the charitable Turkish foundation TEGV, MobileKids focuses on educating children aged 7 to 14 and raising their awareness of the risks in traffic. Furthermore, MobileKids develops concepts, skills and behavioral patterns for improving traffic safety.

The first programme on this subject that has been realised as part of the project was **MobileKids Traffic Firefly**. A mobile TEGV team was already involved in the concept phase to ensure that Traffic Firefly is tailored directly for children. This close collaboration between Mercedes-Benz Türk and TEGV is the result of the experience gained from the MobileKids projects worldwide: projects tailored specifically to children are best implemented together with organizations or foundations that are qualified in the area of child education.

Under the motto “**Children on the Roads**”, Traffic Firefly has been on the road with a traffic safety vehicle since 2013 to educate children of elementary school age on traffic safety. The training programme is about six hours long and includes learning modules such as traffic terms, basic traffic rules, crossing streets and the topic of attentiveness. Children are also to be taught appropriate skills.

**For the first five years, it is planned to visit all seven regions of Turkey and educate more than 17,500 children.**

To this end, events at various schools in one to two regions will be organized each year. By December 2016, MobileKids Traffic Firefly had already visited 21 schools in six cities and eight districts. As a result, more than 12,500 children have already been able to attend the classes.

MobileKids Turkey also prepared an online education module where children can get the same education as is given at Traffic Firefly. The module has been online since December 2015. As of today, 1,500 children got a comparable education through this module.

Apart from Traffic Firefly and the education module, the **MobileKids website (www.tr.mobilekids.net)** is an indispensable aid for the project. The website offers children entertaining learning games, and parents useful information about traffic education. Furthermore, MobileKids expands its reach with a Facebook page ([facebook.com/mobilekidsturkiye](https://www.facebook.com/mobilekidsturkiye)).



## MobileKids Turkey at a glance

- MobileKids Traffic Firefly is a cooperation project of Mercedes-Benz Türk and the charitable Turkish foundation TEGV.
- The focus of this cooperation is educating and raising the awareness of children aged 7 to 14 under the motto “Children on the Roads”.
- A traffic safety vehicle has been travelling the entire country since 2013, in the first five years all seven regions of Turkey are to be visited and over 17,500 children educated. As of November 2016, MobileKids Firefly visited 11 cities, 28 schools and reached 12,500 students.
- In 2016, the MobileKids Traffic Firefly Truck visited the province of Aksaray and Hoşdere as part of summer and winter school activities prepared for the children of employees. In 2017, Mercedes-Benz Türk employees will get educators education from TEGV to become MobileKids Traffic Education Educators as this represents a volunteer group of the project “Mercedes-Benz Türk Star Hands”.
- An introductory brochure, 20 videos, 7 learning games, notepads, pencils and Moki puzzles were created for the project.
- The project was presented at the “Comvex Fair”, the “Mother and Child Fair” and the “Kocaeli Children Fair” with an information booth.

# Kids are turning into road traffic heroes

There is a strong interest in road safety among people in Romania.



To minimize the number of traffic accidents, the first local MobileKids programme was initiated in cooperation with the "Save the Children Romania" organization in 2013. Until now, MobileKids Romania has reached its sixth edition, being one of the most important traffic safety programmes among children.

Together with MobileKids mascot Moki, trainers and volunteers from "Save The Children Romania" and Mercedes-Benz visited various schools in and around Bucharest to conduct information sessions and teach interactive lessons about traffic rules and what to do to be safe on the streets.

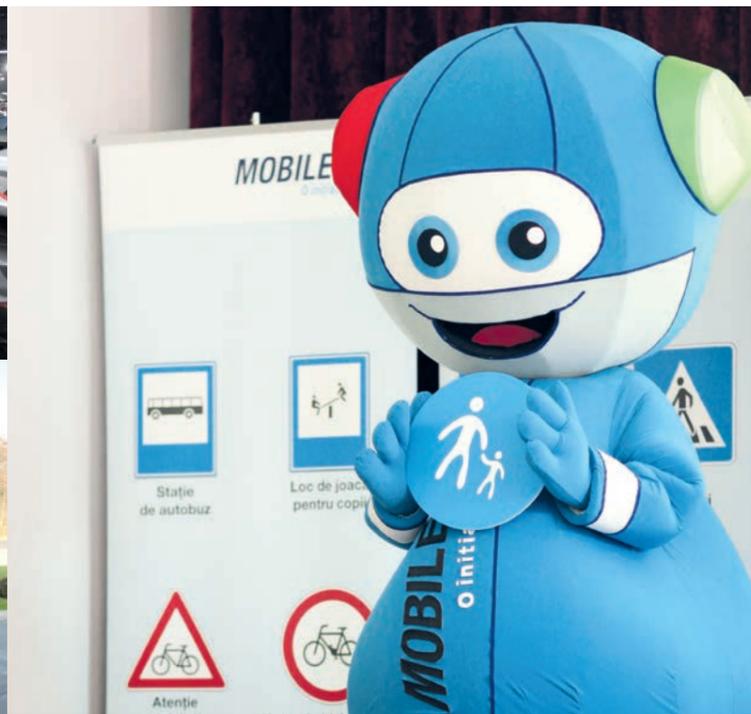
Brochures with traffic rules and questions were distributed to the children. In this way, MobileKids reached more than 10,000 children aged 5 to 12 and their parents. MobileKids Romania also aims at journalists and parental multipliers to offer the project more awareness and raise the topic of road education in the public agenda. Also, some brand ambassadors have been invited to open lessons and encourage children to act safe.

In addition to the educational programmes at the schools, MobileKids also provided online materials including three video traffic lessons for children, parents and teachers. MobileKids Romania also organized online campaigns with parenting bloggers and 3 e-lessons on the Mercedes-Benz site. The aim of these efforts was to cover the topic areas of "crossing the road", "traveling by car" and "playing safely in the park" to create awareness of the dangers in road traffic and to train kids to become "traffic heroes".

In 2016, some children were able to visit the Tiriac Collection Museum, an exhibition of cars and motorcycles, to introduce them to the world of Mercedes-Benz. The campaigns were so well received everywhere that the project has since been expanded. More details are available on the Romanian Mercedes-Benz website [www.mercedes-benz.ro/mobilekids](http://www.mercedes-benz.ro/mobilekids).

## MobileKids Romania at a glance

- Trainers from Save the Children Romania visited schools in and around Bucharest along with the MobileKids mascot Moki.
- Education of children aged five to 12 years.
- Information events and interactive lessons.
- Website featuring online road safety training materials for children.
- Visit to an exhibition of antique cars.
- Information brochures and teaching materials, including quizzes and notebooks.



# Road safety made fun

Road safety is also a major priority in Poland.



As part of the Orlen Warsaw Marathon, MobileKids built a road safety park for children – complete with road signs, zebra crossings and more.

Here, children aged 2 to 10 were able to get behind the wheel and drive around a circuit in toy cars.

Road safety experts accompanied the children on their drive and taught them, in a fun way, all about the rules of the road and how to behave in traffic. To wrap up the event, the group sang songs together and brochures were also handed out. This meant that the children would not only remember their fast-paced drive around the circuit, but what they had learned would also remain fresh in their minds for some time.

## MobileKids Poland at a glance

- Road safety park for children as part of the Orlen Warsaw Marathon event.
- Safety circuit for children aged 2 to 10.
- Road safety experts accompanied the children and provided valuable advice.



# Educational offers for the community and public



MobileKids has been a part of the corporate social responsibility programme of Mercedes-Benz in China since 2012.

In partnership with the China Youth Development Foundation (CYDF) and other China NGOs, we plan to help Chinese children adapt to various road conditions and situations through tailor-made educational material as well as enjoyable learning experiences. In the past five years, the Road Safety programme in China has been implemented from the following perspectives:

For one, the Road Safety Education programme has been part of the curriculum in 206 primary schools across China, providing road safety education through tailor-made educational materials and benefitting more than 100,000 students.

Secondly, cooperating with Children Experience Centers, the Road Safety Public Bases were established in first tier cities and served as an interactive setting for local children and parents to learn and experience road safety programmes.

Additionally, as a supplement to the school curriculum and the Road Safety Public Base programme, we have set up a dealer network with this programme in China since early 2015. The pilot programme of Children Road Safety Experience corners and classes has been successfully carried out in 20 dealerships and received wide acclaim. Hence, in the beginning of 2016, 50 Children Road Safety Experience corners and classes have been officially established in dealer shops and conferred as Road Safety Community Base. The dealership conducts regular education activities not only at dealer showrooms, but also carries out activities at popular shopping malls with an average over 130 events each quarter, including creative and entertaining programmes in the classes. What's more, the dealer designates their employees as community volunteers and leverages experts and partner's expertise (e.g. traffic police,

education institution, media etc.) to attract the participation of families through Children Road Safety corners, classes and theme days. This guarantees the quality of activities and makes the subject of children's road safety more popular for an increasing amount of communities, families and the public.

As the extension of the Road Safety Community Base, a Mercedes-Benz Road Safety booth has been set up during the 2016 China Open, which attracted more than 2,100 people to visit and more than 550 kids to participate. Children from the age of 4 to 10 along with their families came to the booth. This interactive approach helped improve their awareness of road safety and adapt to the challenging traffic environment through a series of ground breaking and entertaining programmes, such as a simulated school bus, virtual reality experience, and road safety games. 54 classes were organized during the China Open, which gave children a very entertaining learning experience. The event was a great success.

Engaging more children and related social groups through diversified children road safety programmes has been our continued focus in promoting MobileKids in China. We plan to further rely on dealers to expand our Road Safety Community Bases. In doing so, we will be able to promote and communicate the Road Safety concept on a larger scale and to communicate related topics in communities with even more attractive and tailor-made programmes. In addition, more children will be reached through the development of the preschool curriculum. Multimedia teaching methods will be further implemented, bringing children valuable safety information that will help them grow up in a healthy, happy, and safe manner.

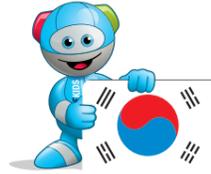
## MobileKids China at a glance

- MobileKids has been introduced in China in 2012.
- The Road Safety Education programme has been part of the school curriculum in 206 primary schools across China.
- The Road Safety Public Bases were established in first tier cities.
- A dealership network has been established with 50 Road Safety Community Bases officially set up in dealer shops.
- Leveraging the influence of China Open, a Road Safety booth attracted more people to participate.
- More in-depth road safety content was communicated through the WeChat Account "Mercedes-Benz Star Fund".
- A new road safety film was made as a documentary to record the development of the programme in China.

In the future, the Road Safety programme is intended to engage more stakeholders, including the dealership network and involving Mercedes-Benz staff, as well as develop more attractive and tailor-made programmes to reach out to more children and families.

# Basics of traffic safety for underprivileged children

Since 2014, the MobileKids initiative in South Korea has laid the foundations for traffic education amongst disadvantaged children.



In a playful manner, the initiative seeks to integrate the basics of traffic safety and accident prevention into the daily lives of children. There is also a website offering videos and interactive content.

General learning activities include the acquisition of safe behavior in traffic by practicing standard situations, rules of conduct on urban public transport, traffic sign recognition and appropriate behavior in the case of an accident. Professional trainers who possess years of experience in road safety education as well as university volunteers who support children to focus on the programme provide learning opportunities to underprivileged children along with a toolkit offering a variety of material developed for the children to acquire a better understanding of traffic safety. The initiative has reached around 8,000 children: 50 elementary schools in Seoul and Gyeonggi Province have adopted the initiative into their classes, and children in 320 social welfare centres have been educated as of 2016.

In addition, MobileKids signed a Memorandum of Understanding with the road traffic authority to renovate the children traffic park in Seoul, which is the oldest and largest in South Korea. The park

has been reopened in July 2016 after its design was upgraded and facilities were repaired, so that children can practice traffic situations in realistic conditions. Through cooperation with South Korea's road traffic authority as well as the police, MobileKids was able to gain a high standard of quality for the children's traffic park, which in turn received acclaim from the press.

MobileKids South Korea also started sponsoring a school zone campaign in a suburban city near Seoul with the help of city officials and the police. The programme aims to make school zones safer by painting yellow footprints in front of pedestrian crossings along with a sign that reads "Look both sides (before crossing)" to keep children away from cars until the light turns green. There are also signs attached for the drivers, advising not to park in school zones. The local government officials presented a trophy of gratitude for these efforts, and the campaign is planned to expand to other cities in 2017.

MobileKids South Korea cooperates with the Kids&Future Foundation, a non-governmental, non-profit organisation that has cared for the needs of children and adolescents since 2000.

## MobileKids South Korea at a glance

- Special focus on road safety training for children from disadvantaged backgrounds.
- Toolkits for children with educational material, flashcards and stickers.
- Conducted at over 50 elementary schools in metropolitan areas.
- School Zone Campaign with local government to keep children safe in school zones.
- Renewal project of the oldest/largest traffic park in South Korea with the road traffic authority.
- Website with MobileKids animation films, teaching material and a great deal of information relating to safety in road traffic.

In South Korea, MobileKids works together with the non-government, non-profit organisation Kids&Future Foundation.



# Traffic education for children and road safety hints for parents

In Malaysia, MobileKids takes a new approach to prepare children for road traffic and make parents aware of important safety aspects.



Since 2014, the MobileKids programme has also been used in Malaysia to raise children's awareness of road safety. The aim is for them to learn traffic signs and rules while at play, passing the time with puzzles and Bobby cars on a traffic safety circuit. The key focus of MobileKids in Malaysia for the year 2016 was to increase road safety awareness, namely the use of car seats.

This initiative began in 2015, when Mercedes-Benz Malaysia contributed 110 car seats for a **car seat rental programme**. In 2016, we provided an additional 135 car seats, creating a pool of 245 car seats for rent. The official launch of the programme was celebrated with an official event at the Kuala Lumpur Performing Arts Center.

MobileKids Malaysia also sees this as an opportunity to raise parents' awareness of the importance of basic safety features such as seat belts. To this end information videos and an advisory area have been created for the road show. This approach, namely to raise the awareness of both children and parents with respect to important safety aspects, is taken even further by asking them to resolve difficult traffic situations together.

As part of the MobileKids campaign in 2014, Mercedes-Benz also supported the theatre play "Don't let the pigeon drive the bus". In 2015, there was a 6-month exhibition in Malaysia's first "Enrichment Mall", Jaya one. In addition, MobileKids was represented in the nationwide exhibition by Mercedes-Benz with a driving circuit and Bobby Benz cars. In 2017, there will be another MobileKids road show in a prominent mall.

## MobileKids Malaysia at a glance

- Children and parents made aware of key road safety topics.
- Target group consist of children aged 6 to 10 and their parents.
- Car seat rental programme with over 1,000 requests in 2016.
- Information boards and videos for parents, road safety training with road signs for children.
- Road sign jigsaw puzzles.
- Long-term exhibition in the Enrichment Mall.
- MobileKids as a fixed part of the nationwide Mercedes-Benz exhibition.
- Give-aways and prizes for kids.



## Full integration into the curriculum of a bilingual school

Mercedes-Benz do Brasil supports the traffic education project of a German-Brazilian encounter school.



In Brazil, the teaching material of the MobileKids project at Colégio Humboldt is integrated into its traffic education programme called Auto Humboldt. The intent of this project is to develop the students' traffic education principles awareness in order to not only turn them into good pedestrians, cyclists, and passengers but also – in the future – into good drivers. The material is used by all students from the age of 4 to 18 years at Colégio Humboldt. This means that the educational measures reach over 1,000 students and their parents every year.

The cooperative arrangement began in 2014, imparting the content to the teachers first to motivate them to develop a traffic safety project.

The Colégio Humboldt is an accredited German-Brazilian encounter school in Brazil and a cooperation partner of MobileKids. It also distributes the material to public schools in the region who are partners of the Colégio. The results were jointly submitted to the education authority responsible for the curriculum, so as to embed the concept in the country's class schedules.

### MobileKids Brazil at a glance

- Project week incorporated into curriculum and class schedules in the Southeast of Brazil.
- Target group expanded to children aged 4 to 18 (learner drivers) with separately developed additional content.
- Car park fully converted into road safety training centre.
- Lots of give-aways for participants of all ages in project weeks.
- Moki dolls and action figures for children of different age groups.

With the support of Mercedes-Benz, one of the school's car parks has been converted into a traffic safety practice area by extensive reconstruction. This new practice area is used as a permanent "open-air classroom" for traffic education.

Through the project weeks, the traffic safety content has found its way into the fixed curriculum for children of pre-school age and the first grade at Colégio Humboldt, where it is taught throughout the school year. The intent is that through the children, the school is able to reach and "educate" the parents as well. This is why the school produced some folders and a film on how to use the parking area correctly.

MobileKids accompanies the students at Colégio Humboldt until they take their driving test at the age of 17. The teaching staff have developed their own teaching material to extend the traffic education aspects of the MobileKids project to the target group of learner car drivers. They also produced T-shirts and the medals for the Auto Humboldt hiking and a driver license card that has been handed to the students that participated in the programme during the year.

More project weeks are planned in future. Information brochures have already been produced for this purpose and will be distributed throughout the Southern Brazilian region with the help of the education authorities.





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## Traffic education for adults and children

Traffic education in Mexico modelled after MobileKids.



One of the most frequent accident causes in Mexico is driver distraction. The campaign “Si manejas ¡sólo maneja!” or “If you drive, just drive!” is intended to combat this problem.

Some of the activities of Daimler Mexico are modelled strongly on MobileKids. In addition to children, the concept also involves young adults, and aims at raising their awareness of bad habits in traffic, such as the distractions posed by mobile phones.

One of our main activities is to share content in our Facebook and Twitter profiles, where we have more than 7,000 followers. We also conducted road safety talks at public schools and Child Development Centers, we have trained 5,000 people on road safety (3,000 children and 2,000 young adults).

More details in Spanish are available online at [www.responsabilidad-daimler.com.mx](http://www.responsabilidad-daimler.com.mx).

### MobileKids Mexico at a glance

- Activities for young and old since 2011.
- Traffic education and information about the risks in traffic, for example with summer classes for children and adults.
- In 2015, “Our Day of Caring” volunteers from all Business Units in Mexico trained 1,500 children and painted pedestrian crosswalks.
- smart Tour was developed in order to visit high schools and make students aware of the risks while driving.



Together for greater  
road safety

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