

PRESS RELEASE



Not wearing your safety helmet can multiply by 5.4 the seriousness of an accident in two-wheel.*

Voiture & co launches a big helmet design contest to make young people wear their safety helmet

↳ **Voiture & co is a NGO that do prevention on risks caused by alcohol and drug consumption. They're innovating in road safety prevention by launching the "European helmet design contest". A way to make road safety prevention more fun and creative.**

The contest

On February 15th, Voiture & co will be launching its great European helmet design contest aimed at the 14-29, with the designer Yacouba Galle as a guest partner. The **stake** is to design the safety helmet of your dreams The **goal** is to make young people wear and lock their full face helmet in two-wheel.



The organization wants to **involve young people in road safety by proposing them to be active in their safety**. Even if it is compulsory to wear an helmet in the 27 European countries, a lot of them don't wear it just because they think it is ugly or too expensive: **now it's their turn to take on the challenge and to make it more attractive!**

Voiture & co proposes to 14-29 to make their ideal safety helmet. This contest is organized under the high patronage of the Minister of Higher Education. There are a lot of gifts for 10000 € !

A contest made and aimed to the young people

« **It's round, it's handsome, it protects you, And until the 30th April, you'll be able to let yourself go on it!** »

That is how Voiture & co launches its contest. Students will discover in their university and secondary school posters promoting the contest.

Advertisement for the contest will also be made in student parties, where Voiture & co already do prevention on alcohol and drug consumption.

Yacouba Galle, motorcycle designer, guest partner of the contest

Who can be in a better position to promote our contest than a motorcyclist and motorcycle designer?

Yacouba Galle is a designer, journalist, driver and tester of motorcycles (8 years for « Moto et Motards » Magazine, one year on AB Moteurs TV with the « Trash Test » TV program). **He also works on road safety by promoting the importance of wearing a helmet.**



Yacouba has a complete experience that gives him a global view of the two-wheel's world. He made several video clips for two-wheel constructors (KTM, Suzuki...), motorcycle design (MV Agusta Bestiale...), a brand name, accessory products and even run in the 24h du Mans for motorcycles. He also designed safety helmets and other security equipment for two-wheel drivers.

What he says about the contest:

« What is interesting in this contest is that it involves actively young people, because they usually care about the design. I'm fed up with all these young people dying on the roads... If I can contribute, in one way or another, to make some of them wears their helmet, I would be happy.

When Voiture & co proposed me to be their partner for the contest, I found that it was a great idea, it's a good way to make young people listen. I'm not fond of authoritarian and repressive speeches. I think that, unfortunately, it doesn't work on young people and it's a good idea to send the message with a contest. Furthermore, Voiture & co is a NGO working all year long on prevention towards young people. I'm happy that they thought about two-wheel drivers, because it's still too rare. »

A playing way to make young people wear their helmets and so, reduce the number of wounded and killed on the road.

About 40 % of the two-wheel drivers killed on the road are below 18 and 4 out of 10 didn't wear their helmets.* Not wearing the safety helmet multiply the seriousness of the accident:

- by 5,4 in the city and by 2 in the campaigns for the moped drivers.
- by 2,7 in the city and by 2,5 in the campaign for the motorcycle drivers.**

Two-wheel transportation only represents 2% of the traffic, but 26% of the killed and 33% of the wounded on the road.

Facing this scourge, **Voiture & co reacted and decided to take charge of this problem with efficient methods: without being moralistic, by prevention and fun.** Voiture & co decided to make public institutions and the youth population act with this contest.

The safety helmet: yes, but not only

With this contest, we promote the safety helmet, but it is only a small part of the safety gear for a two-wheel driver. That is why we also want to make the young people aware of the **suitable clothing (suitable coat and gloves) that improve their safety.**

How to participate?

➔ **To begin your design,** you can find all the information on:

www.designtoncasque.com

www.facebook.com / Groupe Design Ton Casque - twitter.com/designcontest2

Press contact : Agnès Caux

Communication and Press

+33 (0)1 55 28 97 13 / +33 (0)6 66 86 94 18

acaux@voitureandco.com

For more info :

- www.designtoncasque.com

- www.voitureandco.com

Our partners:



* Source : observatoire interministériel de la sécurité routière - 2008

** Source : Casque – Grands thèmes de la sécurité routière en France – ONISR – Février 2008

*** Source : Sécurité routière, bilan ONISR 2008