Traffic Is Life!
Traffic Safety Projects
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About DOGUS OTOMOTİV

“We are aware of our responsibilities in every area where our services touch human life”

Dogus Otomotiv is the member of the Dogus Group of Companies, which operates in the financial services, automotive, construction, media, tourism, real estate and energy sectors.

Dogus Otomotiv was founded in 1994, our Company is Turkey’s leading automotive distributor in the wholesale import market. We represent 14 international brands - each one a leader in its field: passenger cars, light commercial vehicles, heavy commercial vehicles, industrial and marine engines, and cooling systems.

With approximately 2.000 employees, we offer both retail and corporate customers a wide product portfolio consisting of the following brands: Volkswagen Passenger Cars, Volkswagen Commercial Vehicles, Audi, Porsche, Bentley, Lamborghini, Bugatti, SEAT, Skoda, Scania, Krone and Meiller.
‘We are changing lives with Traffic is Life initiatives’

As a company undersigning the United Nations Global Compact (UNGC), in 2009 we have released the first Corporate Responsibility report in Turkish automotive sector.

He have been taking actions on green workplace, gender equality and traffic safety.

We are celebrating 10th years anniversary of Traffic is Life! platform under which we have gathered our efforts on advancing traffic safety.
Traffic is Life
Dogus Otomotiv Social Responsibility Projects Are Under One Single Heading: "Traffic is Life!"

In order to raise public awareness on traffic safety, Dogus Otomotiv has launched the Traffic Is Life platform in 2004. Within the context of the social responsibility efforts with a special reference and focus on the traffic issue, all traffic safety projects are combined under one single roof, ‘Traffic Is Life!’.
In the scope of “Traffic is Life!” platform, since 2004 hundreds of traffic safety projects have been executed with our community oriented approach.

**OUR TARGET**

Raising awareness of public on traffic safety and changing behaviour of society, changing traffic behaviours in society.

**OUR STRATEGY**

Starting from Dogus Automotive employees, disseminating and promoting sustainable traffic safety culture among all segments of society.
Projects of Traffic is Life

- ‘Traffic is Life!’ platform aims to strengthen four major messages via brandings, banners and public service announcements. Traffic is Life! projects are conducted considering four important messages - The seat belt, child seat, speed, usage of the mobile phone.
Projects of Traffic is Life

✓ "Traffic is Life!" has carried out training programs, and since 2011, approx. 3,000 Dogus Group employees have participated in these programs.

✓ "Traffic is Life!" platform targets the young population of universities and it has reached over 8,112 university students throughout Turkey.

✓ With the "Traffic is Life!" training program's "I'm Learning about Life" project, experts were enlisted to develop a training program to instill and develop traffic safety awareness among elementary school children. More than 1,000 teachers have participated in these training sessions, which have thus reached 45,000 people.

✓ With the collaboration of Traffic Safety Platform and Turkish National Police, Traffic is Life! initiative continue to prepare radio and TV public service announcements which aim to create awareness about traffic safety.

✓ We have been performing activities together with WHO and Turkish National Police at Mardin which is one of the pilot cities spotted in the decade of action plans.
According to World Health Organization Report

More than half of all road traffic deaths occur among young adults ages 15-29

Turkey is ranked 1 in young adults deaths in traffic accidents.

According to the recent data from The Council of Higher Education, over 4.9 million students are studying in associate degree, undergraduate and graduate programs in Turkey. Since these students will be active drivers on traffic in future, university education project is so meaningful for Traffic Is Life! Platform.
Our Corporate Social Responsibility Approach and Target

University students constitute important target group of ‘Traffic Is Life platform, since they will soon embark upon their professional lives and have a high percentage of involvement in traffic accidents.

A traffic safety instruction program aimed specifically at universities has been devised for the first time in Turkey. ‘Traffic Is Life!’ Traffic Safety Courses, prepared by the ‘Traffic is Life’ platform under the guidance of academics and specialists in education and traffic safety e-learning elective course has been offered for universities.

Total number of universities that we have reached: 11.
The number of students who have chose ‘Traffic Safety Course’, is 8112.
Traffic is Life platform has also organized first aid and safe drive trainings in many universities.

So far, approximately **10,000 students** have participated in safe drive programs.

The project attracted media attention since **this is the first collaboration between private sector and public institution**. Traffic is Life! Platform is one of the supporters of **Traffic Safety Platform** coordinated by the **Ministry of the Interior, the Ministry of Health** and the **Turkish National Police**, and also supported by international organizations such as the **UN** and the **WHO**; the platform collaborates with many public entities in educating especially primary school children.

Moreover **Pirelli** and **BP** has become supporters of ‘Traffic is Life projets’ since multisectoral collaboration is crucial need and important for to prevent road traffic injuries.
What we have achieved through Traffic Safety e-Learning?
STAY FASTENED TO LIFE!

Always fasten your seat belt. Seat belts are important just as for the back seat as for the front seat.
Thank You