

Immediate Release

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Honda Teams Up With The Amy Gillett Foundation

Honda Australia announced today that it will partner with the Amy Gillett Foundation to raise awareness of road safety.

Announcing the sponsorship of AGF in Sydney, Honda Australia's Managing Director and CEO, Mr Satoshi Matsuzawa said road safety and the preservation of the environment are the platforms of the company's foundation.

The announcement of the sponsorship of the Amy Gillett Foundation comes just weeks before Honda will launch its all-new hybrid hatch, the Insight.

Mr. Matsuzawa said the Amy Gillett Foundation sponsorship provided an opportunity to promote road safety by supporting mass participation events and promotions aimed at safer practices by all road users. At the same time, Honda aims to strengthen its support for cyclists and cycling.

"Honda has strong links with cycling globally," Mr. Matsuzawa said. "Cycling has strong parallels with the company's core value of sustainability and we have been searching for the right opportunity to support a cycling organisation with road safety at its heart.

"Honda understands the environmental benefits of both cycling and low-emission vehicles and we look forward to working with the Amy Gillett Foundation, to foster a harmonious and respectful relationship between motorists and cyclists," he said.

The Amy Gillett Foundation was established in 2005 in memory of champion Australian cyclist Amy Gillett, who was tragically killed while training in Germany. The Foundation aims to reduce the incidence of death and injury caused by the interaction between cyclists and vehicles on the road.

AGF CEO Tracey Gaudry said the Foundation welcomed the partnership with Honda, a car manufacturer with a reputation for putting both safety and the environment first.

"Many cyclists are involved in accidents caused by road users who don't pay attention or don't share the road responsibly," Ms Gaudry said. "Honda understands the need to let all road users know that their safety and the safety of others depends on paying strict attention whether driving, riding or walking.

"We appreciate that Honda's reputation for excellence and innovation in mobility strengthens our voice when speaking with drivers about the vulnerability of bike riders."

Australian Commonwealth Games gold medalist and Honda Dream Team leader Rochelle Gilmore, a former training partner of Amy Gillett, welcomed the sponsorship, which will extend across all Amy Gillett Foundation events, starting with next week's Share the Road Tour in NSW. Rochelle will lead the tour.

"Honda has a commitment to reducing the road toll through technological advancements and this latest contribution to the cycling community should help spread the safety message.

"I am looking forward to helping Honda spread the road safety message during next week's tour from Sydney through major regional NSW centres," Ms. Gilmore said.

Honda looks forward to working with the Amy Gillett Foundation to achieve the goal of safer roads for all road users.

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