

2011



# SAFE MODERN DRIVING 2011



[www.hseqiran.ir](http://www.hseqiran.ir)

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## SAFE MODERN DRIVING

SPECIAL UNIQUE SERVICE PROVIDED BY HSEQ IRAN



## Driving

Many of us have actually been involved in some type of accident. Most of the time, we feel it is the other driver's fault. Most drivers believe they are better-than-average but there is room for improvement in all of us.

Did You Know???

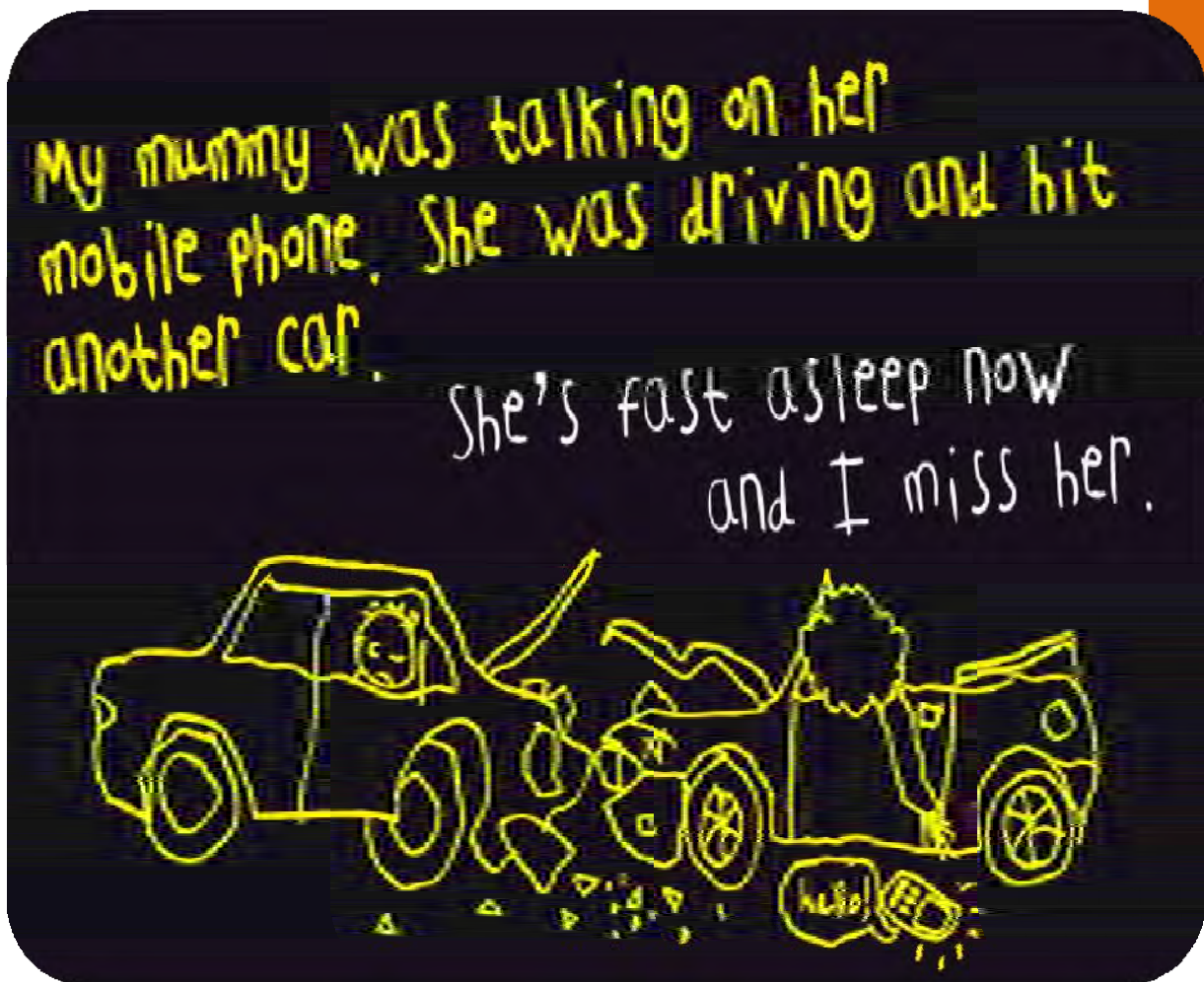
**LAST YEAR  
OVER 5 MILLION  
PEOPLE DIED !**

WAS It:

**WAR ? FAMINE ?  
EPIDEMIC ?  
NATURAL DISASTER ?**

**NO!  
THEY DIED ON  
THE WORLD'S ROADS!!!**

**During an Hour, over 63 PEOPLE WILL BE KILLED OR  
SERIOUSLY INJURED ON ROADS.  
(ONE PERSON EVERY 9 MINUTES OF A WORKING DAY)**



### Driving Safety Statistics

- Someone is injured every 18 seconds
- Over 2 million injuries annually are disabling
- A person dies in a crash every 9 minutes
- Motor vehicle accidents are the most common cause of death
- 1 in 4 fatal work injuries involves a vehicle accident



### SOME FACTS

- \* **Most at risk are males, and attitude is a major factor.  
(Surely men can't be bad drivers!)**
- \* **Learn from your mistakes. If you have an accident you are twice as likely to have another one within the next three years.**
- \* **People most at risk are pedestrians especially the elderly and children.**

Accidents rarely just happen!  
**95% of accidents are due to human errors!**

**IT'S NOT AN ACCIDENT IT'S A  
CRASH!**

**ACCIDENTS ARE COSTLY TO :**

**REPUTATIONS**

**INCOME**

**JOBS**

**LIFE**

**TAKE CARE ON THE ROADS - DON'T BECOME**

**ANOTHER**

**DEAD! =**



**HSEQ IRAN** (International HSE Contractor)  
SERIOUS TRAININGS FOR SERIOUS LIFE



**How long you want to be proud of your driving skills,  
Don't you think you need to update your knowledge!?**

## **YOUR COMPANY!**

Your people and your property are your company's most valuable assets. That's why our **Modern Safe Driving Course (MSDC)** is smart business: It protects your assets, and it saves lives. Every year, more than 1.5 million people throughout the world take this course. Transportation and safety experts say it's the most effective driver improvement program you can use.

This type of training makes better drivers both on and off the job. That means reduced company vehicle collisions, and lifelong employee safe driving habits. Each driver receives a certificate of course completion.

### **OBJECTIVE OF MODERN DRIVING:**

- Apply your knowledge of modern safe driving techniques to safely operate your vehicle.
- Ensure that through good driving skills wear and damage is kept to a minimum
- Last but not least, **PREVENT ANY LOSS.**



**SAFE DRIVING!**

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