

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

**Excellence in Road Safety Awards 2017**

Deadline to submit nominations: March 31<sup>st</sup>, 2017

Submit to [charter@paueducation.com](mailto:charter@paueducation.com)

**SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION**

	Please fill in here	Instructions										
Name of the organization	Autoklub Slovakia Assistance - ASA											
Type of organization	<table border="1"> <tr> <td>SME</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Large business</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Association</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Education/Research institution</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Local/regional authority</td> <td><input type="checkbox"/></td> </tr> </table>	SME	<input type="checkbox"/>	Large business	<input type="checkbox"/>	Association	<input checked="" type="checkbox"/>	Education/Research institution	<input type="checkbox"/>	Local/regional authority	<input type="checkbox"/>	Please tick one box
SME	<input type="checkbox"/>											
Large business	<input type="checkbox"/>											
Association	<input checked="" type="checkbox"/>											
Education/Research institution	<input type="checkbox"/>											
Local/regional authority	<input type="checkbox"/>											
Organization main activity	-Member of FIA, AIT and ARC Europe, road and breakdown assistance, road safety education and campaigns, part of the UN Decade of Action, children traffic education, call centre 24/7 recognized as Dispatching Center which provides road assistance	Activity field										
Country	Slovak Republic	Country of the organization										
Website	www.asaauto.sk	Organization website										
Contact person	Mrs. Eva Stefucova	For the follow-up of the application										
Contact person's position	Commercial and marketing Director											
Contact person's email address	stefucova@asaauto.sk											

Contact person's phone number	+ 421 2 49205904	
Partners in the initiative	TSS Group Slovakia	Your main partners in delivering the road safety activity

## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	Product called MOTOASIST during summer 2016 and like a pilot project will be relaunched in march 2017.	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process.
Departments/persons involved internally	ASA and TSS Group	In the case of persons, indicate their positions.
Geographical scope of the activities	On the territory of Slovak Republic and Czech Republic.	Indicate where the activities were implemented.
Summary of the initiative	ASA in cooperation with TSS Group launched during the summer 2016 on the market a new product MOTOASIST. The function of the product is protection of the motocyclist and ensure of immediate emergency.	Describe the initiative indicating the subject, its aims and the main activities it involves.  Max: 100 words
Innovative character	It is a unique security system, GPS tracking and assistance services designed for motorcycles, scooters, quads and trikes.	If applies, describe to what extend the proposed initiative will lead to new

		<p>approaches and practices in road safety.</p> <p>Max: 100 words</p>
Issues that are addressed with the initiative	MOTOASIST provides an extra security functions for motorcycles and their owners / drivers.	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>
Activities developed	The base is GPS unit built into a motorcycle, which can automatically evaluate dangerous congestion caused by collision or falling motorcycle. It sends the information about this incident to the call center. The dispatcher immediately call the motorcyclist on the phone and verify that incident. If a motorcyclist is not responding, call center sends to the exactly localized place rescue and security teams.	<p>Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner's participation.</p> <p>Max: 600 words</p>

Genesis	MOTOASIST is advantage for club members and for public too because with its function it provides security and protection for the motorcycle but at first for the driver and on this way for the road safety too.	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
Transferability and multiplier effect	The owners of the motorcycles know always about the situation, position etc. of their motorcycles and the same product gives them feelings of safety.	<p>Describe to what extent the proposed initiative will allow the transfer, dissemination or application of the results, experience and knowledge gained as well as</p>

		<p>the good practices on a larger scale.</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>The whole advertising campaign (www.motoasist.eu, billboards, motor meeting, social network, web, conversations with traumatologist, transposrt expert etc.) were held during the summer season 2016.</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>Providing the same activity, new campaign, promotion and sale of the product, season spring/summer 2017.Participation on the Moto and Boat Exhibition 2017 in Bratislava.</p>	<p>Indicate if there is a plan to continue some activities in the coming years.</p> <p>Max: 100 words</p>
Evaluation of the activities	<p>For all described incidents MOTOASIST immediately warns the motocyclist and the dispatching center aof ASA with notifications, the dispatcher contact motorcyclist with the status of the motorcycle or with to know about himself.</p>	<p>If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives.</p> <p>Max: 100 words</p>
Other important aspect that you want to underline	<p>Increased the name of the club recognition, on the market available for all other clubs, members of FIA, its own web site www.motoasist.eu.</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>