



AAP Supplement in the Philippine Daily Inquirer June 15, 2012

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AAP PRESIDENT REPORTS BULLISH MOVES AND NEW DIRECTIONS AT 81ST ANNUAL MEEING

In his report to members at the 81st anniversary celebration and general membership meeting of the Automobile Association Philippines, AAP President Gus Lagman cited bullish moves and new directions taken in 2011

Around 300 members attended the national auto club's annual gathering on April 26, 2012 at the Ang Bahay ng Alumni, University of the Philippines Diliman Quezon City with the theme "Driving forward in the Decade of Action for Road Safety."

Lagman began his report by announcing that "In order not to be left behind in what seems to be a continuing improvement of the Philippine economy, AAP decided to make several bullish moves in the past year."

One bullish move was the transfer of AAP's main office from Aurora Boulevard in Quezon City to 28 EDSA in Greenhills, San Juan in July 2011 to be more visible and more accessible to AAP members and the general motoring public. The QC premises have been retained as the office of AAPLingkod (AAPL), the operations base of AAPL's Emergency Roadside Service (ERS) and the site of the AAP Goodyear Auto Care Service Center.

More recently, AAP opened a new office in Lipa City, Batangas to serve members and the motoring public in the Calabarzon area. This was another bullish move taken by AAP in pursuit of its goal to eventually provide its services to motorists nationwide.

To further improve its ERS operations, AAPL acquired four new tow trucks with state-of-the-art recovery equipment in 2011. Aside from ERS and the auto care center, AAPL has a one-stop insurance shop that offers AAP members a wide range of insurance products at competitive rates such as coverage for vintage and classic cars, real estate property and travel. AAPL also sells famous brands of batteries and tires to AAP members at discounted prices. AAPL is a wholly owned subsidiary of AAP with a new Operations Manager, Joey Mundo.

NEW DIRECTIONS

AAP pointed its top priority advocacy, road safety, in a new direction when it spearheaded the launching of the United Nations Decade of Action for Road Safety 2011-2020 on May 11, 2011 at the Asian Development Bank in Pasig City. AAP chairs and houses the secretariat of the Philippine Global Road Safety Partnership (PGRSP) that coordinates road safety projects with pertinent government agencies and non-government organizations (NGOs). AAP initiated the Road Safety Pledge campaign that was picked up by the BPI Family Savings Bank as its corporate social

responsibility project for 2011 and was brought to northern Luzon by the AAP Ilocos Norte Drive Tourism Caravan last November.

In 2011, AAPLakbay, Inc., the national auto club's travel and tourism organization. Took a new tack when the AAP Tourism Committee chaired by former Tourism Secretary now AAP Director Mina Gabor began organizing AAP Travel as the brand of AAPLakbay. AAP Travel will open its office at the Mall of Asia this year with an experienced tourism industry executive, Eva Carmona, as manager.

Even before AAP Travel was conceptualized, AAP organized a three-day caravan/ tour of Ilocos Norte, coordinating with the Department of Tourism regional office, local government officials of Pangasinan, La Union and Ilocos Norte to ensure its success. The caravan attracted the participation of over 100 members and guests including the ambassadors of Malaysia, Israel, Brunei and Greece, their spouses and staff. The success of the Ilocos Norte tour encouraged Mina Gabor and the AAP board to push through with AAP Travel.

There was also a new direction taken in motor sports. The Federation Internationale de l'Automobile (FIA), the Paris-based body that governs all four-wheel motor sports worldwide including Formula One, approved AAP's application for a grant to upgrade the training of local race officials to international standards. Meanwhile, AAP supportst the Tuason Racing School's Champions of the Future Program that encourages youngsters (ages 8 to 13) to compete in motor sports by subsidizing their running costs in karting, the entry level of auto racing. \

AAP honors the racing champions of each year with the Annual Motor Sports Awards, the last being the 17th such event. In 2011, AAP sanctioned 41 national and six international motor sport events, issued 114 full national competition licenses, 46 international competition licenses and 219 Clubman national licenses.

AAP continues to be active in motoring-related international programs. AAP Gus Lagman, who is a Region II (Asia-Pacific) vice president of the FIA, together with two AAP directors on a rotating basis, attends the annual Conference Week, general assemblies and regional meetings of the FIA, of which AAP is the only Philippine member. AAP has renewed its reciprocity agreements with other FIA member clubs worldwide and with the American Automobile Association. AAP joined the ASEAN New Car Assessment Program which held its first meeting in Kuala Lumpur last September with Automobile Association Malaysia as the host.

Numbers tell the rest of the AAP story in 2011: membership grew to over 41,000 although Philippine International Driving Permits (PIDP) issued declined to 26,774; AAP assisted 3,082 members in registering their cars at the Land Transportation Office while the total number of motorists who called for and received AAPL's ERS reached 38,732.

AAP continues to communicate with its members via AQ, a glossy, full-color quarterly magazine and a supplement that appears in the Philippine Daily Inquirer six times a year.

After delivering his annual report, Lagman invited everyone present to visit AAP's new main office at 28 EDSA, Greenhills. AAP fully renovated the ground floor and basement of the Pacific Office Machines building before moving in last July. Now painted blue and yellow, the club's official colors, the bright, uniquely designed 28 EDSA office building reflects the bullish attitude and new directions of the Automobile Association Philippines.



A BIRD'S eye view of some of the members at the meeting.

AAP AND LTFRB CONDUCT ROAD SAFETY TRAINING COURSES

In pursuit of the objectives of the Decade of Action for Road Safety 2011-2020, the Automobile Association Philippines and the Land Transportation Franchising and Regulatory Board (LTFRB) conducted two separate training courses for drivers in May and June 2012, with AAP participating in the LTFRB program together with the University of the Philippines National Center for Transportation Studies (UP-NCTS) and Toyota Motor Philippines Corporation (TMP).

Starting on May 29, the LTFRB held a three-day course for public utility vehicle (PUV) drivers at the Toyota Training Room of the UP-NCTS in Diliman, Quezon City. As in previous LTFRB-organized training courses, aside from road safety the topics covered and discussed included the Land Transportation Code, traffic regulations, vehicle dynamics, road signs, pavement markings, public customer relations, fatigue and stress management, incidents and emergency procedures, basic first aid, and the Filipino driver's culture, values and ethics. Practical driving tests, quizzes and games were also conducted to evaluate the PUV drivers' learning curve.

AAP took the opportunity to distribute copies of the information brochure on the Decade of Action for Road Safety plus the Road Safety Pledge for the PUV drivers to read, take and sign. Afterwards, those who took and signed the Pledge were given the Decade of Action for Road Safety tag to remind them of the promises they made in the Pledge.

These educational and road safety promotional materials were also distributed during the training course that AAP conducted for Republic Cement Corporation employees at the company's Teresa, Rizal headquarters in line with the company's June Safety Month program. There, earlier this month, AAP Vice President Johnny Angeles, who chairs the AAP Road Safety Committee, raised awareness among Republic Cement employees on the life-saving importance of safe road user habits.

The series of three-day training courses for PUV drivers began in 2008 after AAP, UP-NCTS, the LTRFB and TMP signed a memorandum of agreement. On its own, AAP accepts invitations to conduct road safety seminars as one of its advocacies. #



ANGELES shows off the Road safety Tag given to participants.



AAP's Cynthia Reyes gives a Road Safety Tag to a PUV driver.



VP JOHNNY ANGELES (ninth from left, first row standing above and standing below) with the Republic Cement Corp. employees at Teresa, Rizal.



PUV drivers sign the Road Safety Pledge.



THE TRAINING course participants with (seated, front row starting third from left) ***Cynthia Reyes*** of AAP, ***LTRFB administrative chief Cynthia Angulo***, ***UP-NCTS director Jose Regidor*** and ***UP-NCTS executive Aileen Mappala***.

AAP HIRES TWO NEW MANAGERS

The Automobile Association Philippines (AAP) board of directors recently hired two new managers for AAP's wholly owned subsidiaries, AAP Lingkod and AAP Travel.



JOSE "JOEY" MUNDO, AAP LINGKOD OPERATIONS MANAGER

Jose "Joey" Yambao Mundo, the new Operations Manager of AAP Lingkod (AAPL), is a longtime AAP member who brings extensive marketing and management experience to his job.

A Bachelor of Arts, major in Economics graduate of the University of the East, Mundo started working in February 1992 as a Marketing

Communications Specialist of Kodak Philippines Ltd.

In January 1994 he took over Marketing and Sales in Kodak's Health Imaging Business Unit and surpassed the revenue, gross profit and earnings targets despite the Asian financial crisis in 1997. From November 1997 to April 2002, Mundo was the Cluster General Manager ASEAN Kodak whose expanded Southeast Asian market included Myanmar, Laos, Sri Lanka, Bangladesh, Vietnam,

Cambodia and Thailand. Simultaneously, he was the Country Business Manager (Philippines) of Kodak from January 1994 to April 2002.

A sportsman and rifle shooter (he was the Philippine record holder and one of 14 world record holders in the Olympic prone rifle event in 1984,) Mundo served as a commissioner of the Philippine Sports Commission (PSC) from March 2005 to July 2008 during which period he formed and implemented management and operations policies for sports administration, national sports programs and projects. He was also a director of the Philippine Task Force for the Southeast Asian Games and oversaw the administrative, logistical and financial aspects of the Asian Shooting Confederation.

Mundo left the PSC in 2008 to become one of the business plan consultants of the royal family of Kuwait. In February 2009, he returned to Manila and was re-appointed as a PSC commissioner. In July 2010, Mundo retired from government service but did not remain idle for long as the AAP board soon tapped him to manage AAPL.

At present immersed in visiting and familiarizing himself with the various offices and service areas of AAP in Luzon, Cebu and Davao, Mundo intends to keep the national auto club updated on cutting-edge technology for continuous improvement in serving AAP members and the motoring public.



EVA CARMONA, AAP TRAVEL MANAGER

The AAP board has approved the organization of AAP Travel as the brand of AAPLakbay and hired Eva Carmona as the manager. AAP Director Mina Gabor, a former Secretary of Tourism, chairs the AAP Tourism Committee that will guide and support Carmona in starting up and developing AAP Travel.

After graduating with a Bachelor of Science degree in Tourism from the University of Santo Tomas in 1996, Carmona began her career in the tourism industry as a Reservations Officer of Continental Airlines in 1999. In 2001, she was promoted to Passenger Sales Executive but left the airline in 2004 to work for the Malaysian Embassy as Tourism Marketing Manager. She implemented and coordinated Malaysia's tourism promotion activities including sales missions, food and cultural promotions, travel exhibitions and fairs aside from carrying out administrative functions such as budget planning, purchasing, recruitment and payroll, In the process, she established links and networked with media, government and the private sector.

Before joining AAP Travel, Carmona was the Sales and Marketing Manager of Hong Kong Express Airways where she increased the number of airline supporters from 69 travel agencies in

2009 to 90 in 2010. During her stint at Hong Kong Express Airways, she increased the number of passengers from 30,408 in 2009 to 36,823 in 2010.

Carmona is concurrently taking her MBA in Middle Management at the Ateneo de Manila Graduate School of Business. She expressed optimism that AAP Travel, with all the local and international connections of AAP, will achieve its strategic goals. She said her dream is to tap not only AAP members and corporate accounts, but also the general motoring public. She added that being a part of AAP is an inspiration because of its strong advocacies for eco-tourism and road safety.

AAP Travel will open its office at the Mall of Asia this year.

MAKING MOTORING FUN

by GUS LAGMAN

AAP President

Install FOOTPATHS to make roads safer

A set of statistics that AAP received recently from the Philippine National Police shows that 73% of road crashes in the country in 2010 were due to human error; 19% due to a mechanical defect; and only 8% due to the environment or road condition.

I have a very strong suspicion, however, that these statistics are far from being accurate. Let me explain:

If a vehicle sideswipes a pedestrian walking along the carriageway of a highway, that would most likely be recorded and classified under “human error”. And to a large extent, that would be true.

But the question to ask is this – why was the pedestrian who was sideswiped walking ***on the carriageway*** in the first place? The simple answer is that in many of our country’s roads, there are no footpaths (more popularly called “sidewalks” in the Philippines) that pedestrians can walk on! In some places where there might be the narrowest of footpaths, the grass is almost knee-length that pedestrians, especially when it’s raining, are left with no recourse either, but to walk on the carriageway.

Pedestrian footpaths are important because they ensure that people do not have to share road space with fast-moving traffic. In the road risk assessment that was conducted last year by iRAP (International Road Assessment Programme), it was found that 77% of our roads where pedestrians are present do not have footpaths. Here’s what iRAP says about footpaths:

‘Footpaths reduce crash risk by separating vehicles and pedestrians. In urban areas, raised footpaths are often part of the road cross-section. In rural areas footpaths are often not provided, even where pedestrian volumes are high.’

In the rural areas, “a footpath next to the road, or a wide flat road shoulder, can prevent pedestrian crashes. The safety benefits will be greatest if the footpath is separated from the road (for example, by a drain, a grass verge or a barrier). A rural footpath can be made cheaply by using a grader to flatten and clear one side, or preferably, both sides of the road. Pedestrian crossings are needed where rural footpaths pass through communities or trading centres.”

“In urban areas, inadequate footpath space, street traders, parked cars or poor footpath surfaces can force pedestrians onto the road. In some areas the existing footpath may be widened to improve access. Physical barriers to prevent parking on the footpath can be useful. In central areas, streets can be closed to vehicles for part of the day or permanently. Footpaths have been proposed for approximately 160 km of the [country’s road] network.”

“Road crashes are one of the top three causes of death for people aged between 5 and 44 years of age worldwide. The World Health Organisation estimates that 1.3 million people are killed each year in road crashes and unless preventive measures are put in place, this figure will almost double by 2030. It is estimated that in the Philippines, 17,557 people were killed in road crashes in 2007 – 48 deaths every day. For each person killed, many more are seriously injured requiring admission to hospital.”

Sadly, about half of the 50,000 km of roads assessed in low- and middle-[income] countries are rated in the highest risk bands: one-star or two-stars (out of five). The reasons for this are clear and include the fact that 84% of the roads where pedestrians are present have no footpaths.

“Road death statistics for the Philippines are characterised by the very high number of **pedestrian deaths**, which account for **more than half of all road deaths** in Manila.”

Once, I asked a Department of Public Works & Highways Region IV official why there are so many “rumble strips” along the Aguinaldo Highway. His answer was that there were many road accidents along this road involving pedestrians. Now, I drive along this highway almost weekly. It’s impossible not to notice that people are forced to walk along the carriageway because there are hardly any footpaths along this highway. (iRAP, by the way, cites this particular area as needing footpaths.)

Rumble strips are not the solution to the road crashes (involving pedestrians) along this and many other Philippine highways. Footpaths are.