

Students and a solar car take the spotlight at 2007 Ford Day

Young ambassadors on a mission to promote road safety, and the first ever solar car poised to preserve the environment and lessen our fuel dependency – both were star attractions at the recently concluded Ford Day 2007. An annual event open to the media and general public, the 2007 Ford Day celebrations at the Fort Open Grounds in Taguig was a whole day affair filled with lots of lessons on road safety and environmental protection, especially via the use of Ford's Flex Fuel Vehicles or FFVs.

Road Safety Youth Council

The Ford Road Safety Youth Council (RSYC) has been fearless in promoting Ford's commitment to Road Safety. Young as they are, they are as committed in creating awareness and appreciation of road safety among the youth today. Studies have shown that a good number of road accidents are caused by young drivers who are either too eager to get behind the wheel of a car, or severely inexperienced when it comes to safe and defensive driving.

This troop of brave youngsters is currently composed of 35 Core Council members and more than 800 RSYC members from 29 schools such as The Ateneo de Manila University, De La Salle University, University of Makati, Don Bosco, UP Diliman and San Beda College Alabang, to name a few.

During the induction ceremonies at Ford Day, Vic Rosales, Council Chairman, presented their plans to continue the activities the Council has started such as the Responsibility in Driver Education (R.I.D.E.) Program and Inter-School Road Safety Project. The Council also introduced a new way of promoting Road Safety via an online newsletter and their very own RSYC website.

The event also saw the awarding of Ford's Road Safety Interschool Project competition. Don Bosco Technical College Mandaluyong won first place with its entry titled "Road Safety is Shared Responsibility" project. The second place was awarded to Muntinlupa National High School's "Road Safety is a Team Effort" project. Both schools were awarded P10,000 and P7,000 respectively on top of a P100,000 project grant.

"Road safety is another great project I am proud to say that Ford has truly nurtured and cultivated from 2004. From setting up a seed fund of P1,000 for every Ford and Mazda vehicle sold, conducting R.I.D.E. sessions in schools, to promoting the use of Child Safety seats, to the introduction of the first batch of Ford's Road Safety Youth Council officers, we have made some significant strides as a company to make our youth more responsible drivers, and our roads much, much safer," said Richard Baker, president of Ford Group Phils.

The first Philippine Solar Car

Another highlight of Ford Day 2007 was the unveiling of the first ever solar car in the Philippines. De La Salle University (DLSU) Manila was the lead proponent in coming up with a breakthrough vehicle that runs through the power of sunlight.

Ford with its partners, Pilipinas Shell, San Miguel, Sunpower, Philippine Airlines and Ventus are part of this project. The solar car, dubbed "Sinag", will be entered at the World Solar Challenge in



The new officers of the Ford Road Safety Youth Council take the spotlight as their commitment was made official by Ford Group Philippines president Richard Baker. The road safety ambassadors are (from right): Vic Rosales (chairman), Genesis Marfil (vice-chairman), Junichi Kato (secretary, not in the photo), Juan Miguel Talatata (treasurer), Charissa Cortuno (PR Officer) and Hans Chua (director of membership).



Ron Christian Angcao (left) wins the Save the World Collage while Denise Marie Libao (right) triumphs in the Ford Ranger Drawing Contest. With them is Cherry Ramirez, Ford Group Philippines AVP for Corporate Affairs (middle).



Jopet Tocino (left) brought home P1,000 worth of gift certificates and a Ford Focus die-cast model awarded by Ford Group Philippines' AVP for Corporate Affairs, Cherry Ramirez for winning in the Focus Victory Lap RC Racing Year 2.

Australia towards the last quarter of the year.

The Technical Working Team includes DLSU Faculty Members Engr. Rene Fernandez, Engr. Martin Ernesto Kalaw, Engr. Anthony Escobar, Engr. Jose Antonio Catalan, and Engr. Isidro Marfori III.

Ford strengthens its commitment: saving lives, saving Earth.

The 2007 Ford Day celebration dubbed "Ford Day 2007: Save Lives, Save Earth." was a venue to strengthen Ford's commitment to road safety and entrust its advocacy to care for the environment. Ford adds another first-in-the-country contribution when it rolled out the Flex Fuel Vehicle (FFV) program in April 2006.

Ford Day 2007 also brought together its partners namely Pilipinas Shell, Tuason Racing School (TRS) and Automobile Association of the Philippines (AAP), San Miguel Corporation and Land Rover.