

# Road safety and environmentalism highlight Ford Day 2007

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WITH the near infernal condition of road traffic in the country due to smog and berserk drivers, there is no doubt Ford Group Philippines will receive more than a round of applause for making responsible motoring and saving the environment the focus of its 2007 Ford Day celebration. Dubbed "Saving Lives, Save Earth," the event was held at the Fort Open Grounds on January 27 where car aficionados feasted on the exhibit of Ford's Flex Fuel Vehicles or FFVs.

FFVs are environmentally friendly and can function on conventional gasoline or gasoline blended with bio-ethanol fuel. The event though proved to be an affair not just for motoring enthusiasts but the whole family as well.

Kids flocked the Fantastic Ford and Save the World Collage art activities, Kiddie Movie Marathon, Focus Victory Lap RC Racing, Eco-Driven Adventure and the R.I.D.E. Quiz Bee. Youngsters who are itching to go behind the steering wheel were given a primer on motoring through the Teen Driving Lesson module courtesy of the Tuason Racing School. Rising above the rumbling of engines is the music of popular band Fat Session who provided aural treats in between sessions.

## The gospel of road safety

The first highlight of the event was the induction of the new officers of Ford's Road Safety Youth Council (RSYC). The council's aggressive campaign to promote responsible motoring among the youth epitomizes Ford's commitment to road safety. Newly inducted RSYC chairman Vic Rosales said they intend to continue the activities the council had started such as the Responsibility in Driver Education

