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For Immediate Release

2018 Winner Announced in Prestigious 3M-ACRS Diamond Road Safety Award

Winners program aimed at bringing about zero road deaths and injuries for young vulnerable children travelling in cars!

A Northern Territory indigenous program changing the attitudes and behaviours towards the use of proper child car restraints has taken out Australasia's premier road safety award, the 3M-ACRS Diamond Road Safety Award, recognising exemplary innovation and effectiveness to save lives and injuries on our roads.

The Northern Territory Motor Accidents (Compensation) Commission (MACC) project, led by Team Leader Christine Thiel, has taken out this year's top road safety prize. Their winning entry is focused on reducing the incidence of death and serious injury of children aged 7 and under through the increased use of properly fitted child restraints in regional and remote areas.

The award was presented last night by the Hon Michael McCormack MP, Deputy Prime Minister and Minister for Infrastructure and Transport, Mr Lauchlan McIntosh AM, President of the Australasian College of Road Safety, and Mr Dan Chen, Vice President & General Manager, 3M's Transportation Safety Division. The award ceremony was attended by over 600 of Australasia's foremost road safety professionals and advocates attending the ARSC2018 Conference Gala Dinner and Awards ceremony at Doltone House in Sydney.

"3M is very proud to partner with the ACRS on this prestigious award which continues to enable great programs to be shared, celebrated and replicated to reach their potential on road safety", said Dan Chen, Vice President & General Manager, 3M's Transportation Safety Division. "3M is about applying science to life to get every family home safely. Nowhere is the focus more important than saving lives of young children on our roads."

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Finalists for this hotly-contested award came from many areas of industry, with Judges considering the specific features of the many projects submitted, particularly in terms of innovation in thinking and technology, problem-solving as well as the real benefits in reducing trauma. Due to the calibre of this year's entries, apart from the overall winning program, 3 Highly Commended programs were also awarded to:

- Trailer Safety Control - Bosch Australia - Philipp Frueh
- Crash Investigation Alliance - Fatals & Vulnerable Users(CIA-FV) - Queensland Police Service (QPS) - Chris Smith
- Buckle-Up Safely - The George Institute for Global Health, UNSW Sydney - Kate Hunter

In 2010, 3M took the pledge of the Decade of Action for Road Safety. Driven by the passion to improve every life through our unique approach to science and innovation we believe that we can achieve zero fatalities and zero injuries. This award is modelled on that approach - creating an environment where innovative ideas can come together, be shared, celebrated, and replicated to maximise their impact on road safety. As the winning team leader, Christine Thiel will travel to the USA to attend the 49th ATSSA Annual Convention & Traffic Expo in 2019, and will also visit 3M Global Headquarters in Minnesota.

For more information contact 3M on 1300 363 565 (AUS), 0800 252 627 (NZ) or visit them on the web at www.3M.com.au/RoadSafety.

About 3M Transportation Safety Division

At 3M, in the Transportation Safety Division, we are dedicated to improving traffic safety and mobility so motorists can arrive at their destinations faster and safer. Our high-performance materials combine with innovative systems and services to help you bring the best roadway systems into reality. We have been your partner for over 75 years, and continue to bring innovation to the transportation safety industry.

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$32 billion in sales, our 90,000 employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at www.3M.com or on Twitter [@3M](https://twitter.com/3M) or [@3MNews](https://twitter.com/3MNews).

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Low and high resolution images are available

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