

## **MEDIA RELEASE**

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### **IN PURSUIT OF EXCELLENCE: THE STRATEGIC DIRECTION OF MALAYSIAN INSTITUTE OF ROAD SAFETY RESEARCH**

**KAJANG, 28 APRIL 2015** – The Malaysian Institute of Road Safety Research (MIROS) pursues to sustain and elevate its excellent reputation as a national road safety research institution through outstanding interventions and high-impact research, so as to enhance road safety with the ultimate outcomes, to save lives.

MIROS notes with pride that in less than a decade of its existence, several recommendations emanating from its crash inquiries and research studies have also been translated into cabinet decisions and country's policies.

In keeping with its reputation for excellence, MIROS has been awarded with prestigious awards. Among others include Prince Michael International Road Safety Awards and Innovation Award for Road Transport in Developing Countries. From its work at the regional level, MIROS has been appointed as the ASEAN Road Safety Centre, and the International Road Assessment Programme (iRAP) Centre of Excellence.

To further compliment MIROS' research excellence and to realize its vision to be emerged as the world leader in road safety research, MIROS affirmed its mission with the adoption of the following strategies:

1. Nurture talent and capability in road safety research for continuous high competency and innovations
2. Integration of core activities and diversification of services for organizational sustainability
3. Holistically manage high impact research for effective road safety policy formulation
4. Enhance local and international networking for strategic collaborations
5. Establishing of regional sustainable professional services and knowledge hub for road safety
6. Positioning of interactive reputable knowledge transfer to community and society

At enhancing road safety in this country and region, MIROS has initiated, developed and implemented well researched schemes which include ASEAN New Car Assessment Programme, International Road Assessment Programme and Safety Star Grading.

“I am proud that MIROS has succeeded in carrying out relevant research that has contributed to high quality life of the community in the country”  
Says MIROS' Chairman, Tan Sri Datuk Seri Lee Lam Thye JP.

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