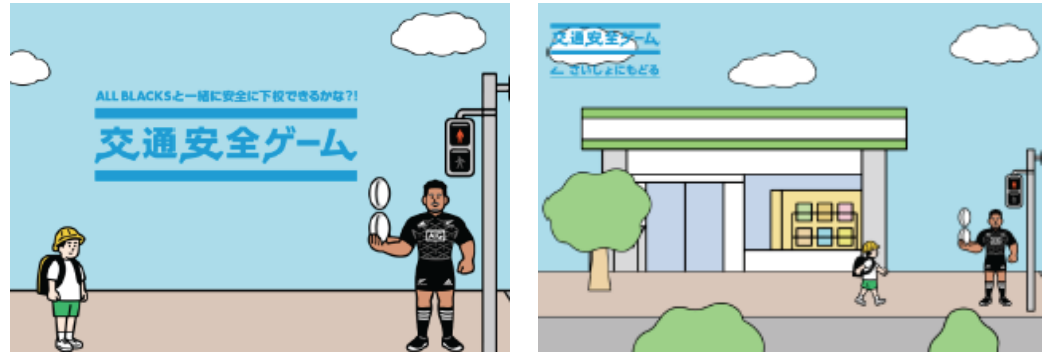




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## AIG General launches online ALL BLACKS Road Safety Game promoting road safety awareness among children

**TOKYO, September 12, 2019** - AIG General Insurance Co., Ltd. (AIG General) today launched the “ALL BLACKS Road Safety Game,” an online game that can be used as a fun and interactive way to teach road safety rules to elementary school children.



Screenshots from the ALL BLACKS Road Safety Game

The ALL BLACKS Road Safety Game, developed under the supervision of the Japan Traffic Safety Education Association (JATRAS), offers parents, caregivers and children the opportunity to learn about road safety and traffic rules together. As the Major Global Sponsor for the New Zealand All Blacks - the top team in the World Rugby rankings - AIG’s game design features characters modeled after All Blacks players as a fun way to engage students while also increasing road safety awareness.

AIG General conducted a survey among parents and caregivers with first-year elementary school children enrolled this year or next year, and found that around 70% were concerned about the risk of their children becoming involved in a traffic accident while travelling to and from school. Around 90% said they wanted to better educate their children on road safety.\*

Reflecting those findings, the game has been designed to challenge players with a ten-question quiz about traffic rules, incorporating typical scenarios children may experience on their way home from school. Each correct answer is announced by a member of the All Blacks. Supplementary information is also provided, enabling parents and caregivers to consider the rules together with their children. Each correct answer increases the number of All Blacks members joining the player on their journey home from school, and if the player gets seven or more correct answers, they receive a special certificate with their own player nickname on it. Detailed explanations of the quiz answers are available to download, helping parents and caregivers continue to educate their children outside of the game environment. Because the game is in an online format, it can be enjoyed on a wide range of devices, including PCs, smartphones and tablets.

As part of its ACTIVE CARE business strategy concept of actively supporting accident and injury risk prevention, AIG General has continued to promote child safety through a number of initiatives, including working with elementary schools and PTAs nationwide to offer “Tag Rugby Clinics and Tag Rugby Kits,” sponsoring an “Anti-Bullying Slogan Contest”, and launching “Anzen my Map,” an online map service aimed at preventing traffic accidents involving children. AIG General will continue to implement a variety of initiatives that support the reduction of risks children face.

\* Based on research by AIG General. August 2019 survey on traffic safety education for children. (N = 1,050)

Survey target: Parents or caregivers who have first-year elementary school students in April this year (2019) or next year (2020)



AIG損保

**FOR IMMEDIATE RELEASE**

<About AIG>

American International Group, Inc. (AIG) is a leading global insurance organization. Building on 100 years of experience, today AIG member companies provide a wide range of property casualty insurance, life insurance, retirement products, and other financial services to customers in more than 80 countries and jurisdictions. These diverse offerings include products and services that help businesses and individuals protect their assets, manage risks and provide for retirement security. AIG common stock is listed on the New York Stock Exchange.

In Japan, AIG companies such as AIG General Insurance Company, Ltd., American Home Assurance Company Ltd., JI Accident & Fire Insurance Co., Ltd., AIG Partners Co., Ltd. and Techmark Japan KK are providing their services.

## 【Outline of ALL BLACKS Road Safety Game】

- Name: ALL BLACKS Road Safety Game
- URL : [https://tackletherisk.jp/school\\_game/](https://tackletherisk.jp/school_game/)



## 【Outline of ALL BLACKS Road Safety Game campaign】

- Campaign name: Win ALL BLACKS Merchandise!

### Entry method

Take the road safety quiz and answer seven or more questions correctly to enter the draw. If you get fewer than seven answers correct, you can try the quiz again.

### Campaign period

First half: September 12-30, 2019

Second half: October 1-November 4, 2019

