

## **Calsonic Kansei Presents Traffic Safety Backpack Covers to New Students in All Saitama City Elementary Schools**

Saitama, Japan – March 20, 2018 / Calsonic Kansei Corporation (President & CEO: Hiroshi Moriya, Headquarters: Kita-ku, Saitama City) presents traffic safety backpack covers to first-graders enrolling in the 2018 school year at all municipal elementary schools in Saitama City, the location of the company's headquarters. Calsonic Kansei Corporation is a global supplier of automobile parts, and will be celebrating its 80<sup>th</sup> anniversary this year.

Saitama City provides new students at all municipal elementary schools with backpack covers every year in the hope of preventing car accidents. As a company in the automotive sector, Calsonic Kansei understands the role it plays in traffic safety. Through discussions with Saitama City officers, the company decided to donate traffic safety backpack covers every year going forward. Following the city's requests, Calsonic Kansei designed their traffic safety backpack covers to reflect car headlights, improving on previous versions by making children more visible on the streets. The donated covers will be distributed by Saitama City to 11,111 elementary school first-graders (estimate as of March 1<sup>st</sup>, 2018).

Calsonic Kansei has committed to continuing this initiative in order to contribute to developing safer and better communities.