

Autograde Teams Up With Dubai Police For 'Speed Kills' Campaign



APA Bureau

'Speed thrills but kills' is an adage recalled at every road accident spot and forgotten until the next disaster. The Dubai Police has embarked on several projects that will make the 'speed kills' warning a part of life of the over 2.2 million citizens of the megapolis.

Factors like sudden swerving, reckless driving or not fastening the seat belt, and over-speeding have been among the major concerns on Dubai roads. A recent study has shown that in 2013, 1.4 million speeding fines were issued by the Dubai Police while 2014 recorded more than 2.2 million fines for over-speeding, an increase of 57 percent in a year. The vision of the Dubai Police is to have zero deaths for 100,000 people by 2020. The current index stands at 3 road victims per 100,000 people.

In order to achieve this goal, Dubai Police is working with several agencies to promote road safety awareness programmes. One of the prominent partner of this campaign is 'Autograde Industries LLC.

Being one of the world's leading automotive electronics manufacturer, with a key focus on making

road safety products, Autograde attaches the significant level of involvement in increasing awareness about taking action to make roads safer. Extending support to the Dubai Police for the 'Speed Kills' campaign, the Managing Director of Autograde, Mohammed Ashraf said, "Road fatalities are an epidemic on Dubai's roads. We denounce over-speeding and rash driving as it poses a serious risk of losing not just one's life but also of the fellow motorists".

"The objectives of 'Speed Kills' campaign align with Autograde's much similar vision of contributing toward making roads safer. We are proud of this association and are looking forward to educate the UAE residents to understand traffic better and help the Government with this initiative. Moreover if the costs of accidents, usually amounting to about 1.5 per cent GDP, were to be avoided, the economy would be growing at a rapid pace," he said.

At the initial leg of the campaign which began last year, outposts were established at Jumeirah Beach, Sheikh Zayed Road EPPCO station in Tecom, Sheikh Mohammed Bin Zayed Road near Global Village, and Mirdif City Centre. The Dubai Police officers and the company's employees were on hand

to educate UAE residents on the dangers of speeding, and answered questions about how individuals could make

local roads safer, both for fellow motorists and for pedestrians.

Autograde was established by the Kochi-based HKA Group which was formed in 1924 for trading in commodities and eventually venturing into trading machinery and other equipment from Europe. In 2001, HKA entered into the distribution of Siemens Road Speed Limiter and also represented speed limiters manufactured by Actia and Siemens. Market growth and technological innovations facilitated the launching of Autograde in 2007 under the name of Aasma Techno Products Private Limited, with its head office in Kochi. Aasma's Road Speed Limiter was marketed under the brand Autograde. Autograde Industries LLC was established in UAE to manufacture and market its brand of products in Middle East.

Currently the company specialises in technology research, product development and manufacturing services. Its business includes a global network of design, research, development, procurement, distribution and after-sale facilities. Its commitment to provide a safer tomorrow to its customers is met by investing in creative

and innovative products allowing the company to deliver exceptional designs and a constant flow of new technology products. Autograde's products are manufactured locally enabling them to serve their customers efficiently.

Presently, the company has manufacturing facilities in Kochi in India and DIC, UAE. Its R&D division, based out of International Technology Park, Bangalore, was established in March 2014.

Autograde's vision is to be the world leader in road safety products and services. Its declared mission is to save lives, to protect the environment and to preserve resources, thereby adding value to the economy through customer friendly policies and quality-oriented processes.

The customer-oriented solutions of Autograde include the Advanced Driver Assistance System (ADAS), Certification Management System, Fleet Management Solution and electrical Multiplexing Solution. ADAS assists the drivers in their driving process. The ADAS solution is designed with a safe Human-Machine Interface which increases vehicle safety and road safety.

The system has several components like: Adaptive Cruise Control; Lane Departure Warning System; Collision Warning System; Intelligent Speed Adaptation; Adaptive light Control; and Blind Spot Detection. They are primarily for the commercial vehicles but are customizable for passenger vehicles also. 