



KUWAIT: GCC traffic officials pose outside Kuwait Motoring Company's building. — Photos by Joseph Shagra



GCC TRAFFIC OFFICIALS VISIT KUWAIT MOTORING COMPANY AS PART OF THE 33RD EDITION OF THE GULF TRAFFIC WEEK

KUWAIT: As part of their long-lasting commitment to upholding their social responsibility values, Kuwait Motoring Company (KMC), the premier driving school in Kuwait, has collaborated once more with the Ministry of Interior (MOI) to take part in the 33rd edition of the Gulf Traffic Week. KMC annually participates and supports this regional initiative to raise awareness on traffic safety and responsible driving. This year, KMC hosted a tour around its premises for senior officials in MOI's General Traffic Authority, visiting Gulf delegations as well as local media.

Public and Government Relations Manager, Saqr Al-Rashoud, provided a general overview of the services provided by KMC, which adheres to highest of international standards of motoring, stating: "KMC aims to provide road safety education and driving training for all vehicle categories with highest quality standards. It also strives to improve motorists' traffic safety awareness, thus reducing traffic accidents and traffic related injuries. Traffic

safety is an important factor in achieving development in any country, and we commend the role of policemen in minimizing traffic congestions and achieving the highest levels of traffic security."

The dignitaries had the chance to witness the modern and state-of-the-art training facilities at KMC, including its theoretical education classes, as well as the vast training grounds and simulators for practical training on all sorts of vehicles. Most importantly, they managed to observe KMC's in-house MOI Traffic Department, established on premises to process police test appointments and issuing driving licenses.

During the tour, Rashoud also demonstrated the special services that Pro-Drive Academy for Motorsports provides, including all means of safe and professional training on car drifting, a sports training which takes place in a fully utilized and controlled educational facility. He also mentioned that ProDrive is the first academy in Kuwait to provide licensed and

professional training for drifting enthusiasts under the supervision of skilled trainers and according to the highest international standards, with a pre-practicing presentation on safety and security regulations and conditions.

In order to further attend to their clients' needs, KMC is now providing safe and professional training on driving Harley Davidson motorcycles for the first time in Kuwait.

"Today KMC is a world-class driving training institution that incorporates modern theoretical classes and advanced practical lessons on vast training grounds, with 3 branches located across the state Kuwait - in Shuwaikh, Farwaniya and Sabahiya. KMC's Theoretical training covers traffic laws, driving behavior, traffic signs, car mechanics and first aid, while it also offers pre-license training on light and heavy vehicle (truck and buses), construction vehicles and manual car driving. Sports utility vehicle (SUV) driving and driving for special needs is also part of KMC's training services" added Rashoud.



KMC strives to reduce traffic accidents and related injuries through the provision of high quality driver training which encourages clients to adopt attitudes and behaviors focused on safety and hazard awareness. At the end of the visit, Traffic Department

officials were highly impressed by the services that KMC uniquely provides. They also expressed their gratitude and emphasized on the importance of continuing such initiatives and programs to raise awareness of traffic safety to reduce accidents and traffic fatalities.

