

FOR A SAFER WORLD



Be a Road Hero

Hero MotoCorp's campaigns have reached out to various target groups with innovative and persuasive messages, via multiple mass mediums and traditional below-the-line activities including road rallies, online signature campaigns, walkathons and hackathons on 'road safety' themes.

'Be a Road Hero' is one such campaign that has made optimal use of mass media, social media and

below-the-line activities to reiterate the road-safety message as well as help bring about behavioural change amongst road users. It encourages road users to 'be a road hero' by always wearing a helmet while riding a two-wheeler, a seatbelt while driving a car, helping accident victims, and following traffic rules. In addition to road-safety workshops, contests, road shows and rallies helped amplify the message further.

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Hindustan Times
FIRST VOICE. LAST WORD.

**ON THE ROAD,
SWITCH ON THE
RIDER MODE.**


Be a hero, don't use your
phone while riding.

#BeARoadHero

NO CALLS
NO MESSAGES
NO SELFIES
RIDER MODE: ON

hero
we care
A Hero MotoCorp CSR INITIATIVE

**BE A ROAD
HERO 3.0**

 TO BE A ROAD HERO, TAKE THE PLEDGE TO
WEAR HELMETS / SEATBELTS | HELP ACCIDENT VICTIMS | NO OVER-SPEEDING & FOLLOW LANE DRIVING

WhatsApp Hero <Space> Your Name to 8686-10-3434 or Pledge Online at: <https://auto.hindustantimes.com/brandstories/herowecare/>

**WHEN YOU
RIDE SAFE, EVERY JOURNEY
BECOMES THRILLING.**

When you're riding, it's important to ride safe and follow the traffic rules. Because what defines you as a rider isn't your speed, attitude or daring but your responsibility towards others. Ride safe to feel the thrill.

 FOLLOW THE TRAFFIC RULES

 USE SAFETY GEARS ALL THE TIME

 DON'T USE MOBILE PHONES

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