

# Be a Road Hero

**H**ero 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 attitude change amongst road users. It encourages road users to 'be a road hero' by always wearing a helmet while riding a two-wheeler and 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.



**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**

**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 | SAVE ACCIDENT VICTIMS | FOLLOW LANE DRIVING | NO OVER-SPEEDING

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



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In FY 2021-2022

**2,025**

Pledged to Be a Road Hero