

Donated Traffic Safety Backpack Covers to 2019 First-Year Students at Saitama City Elementary Schools

SAITAMA, Japan - March 19, 2019 - Calsonic Kansei Corporation (President & CEO: Beda Bolzenius, Headquarters: Kita-ku, Saitama City) has donated traffic safety backpack covers to the 2019 class of first-year students at all municipal elementary schools in the city of Saitama, where their headquarters is located.

In the aim of preventing traffic accidents, Saitama City distributes backpack covers to all new students at its municipal elementary schools every year. As a corporation involved in automotive related fields, Calsonic Kansei cooperates with the city in its efforts to contribute to traffic safety, and it has been donating these traffic safety backpack covers since last year. In response to the wishes of the city and the users, they were improved to be more durable and to incorporate a reflective material into the cover itself. The backpack covers will be distributed by Saitama City to a total of 11,117 new students at all municipal elementary schools (projected number as of March 1, 2019).

Calsonic Kansei will continue to contribute to the creation of a safer and better society.

Photo from the backpack cover donation ceremony held at the Saitama Municipal Office on March 18, 2019



(Back row from left) Mayumi Hosoda, Head of Saitama City Board of Education; Hayato Shimizu, Mayor of Saitama City; and Hiroshi Kanai (General Manager in charge of external affairs) and Tomomi Kumagai (General Manager of the Global Communication Department), Calsonic Kansei Corporation
(Front row) Representatives of the new elementary school students