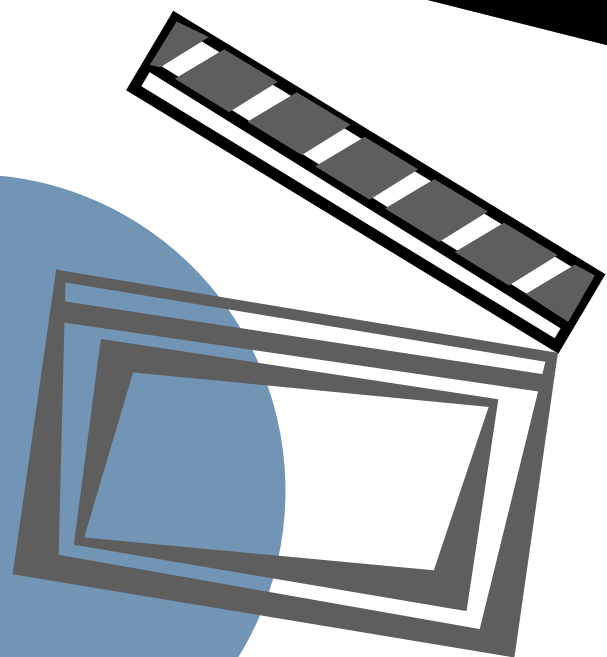


ADCR ROAD SAFETY MEDIA SERVICES



PROMOTING ROAD SAFETY THROUGH VISUAL IMPACT



At Automotive Design and Crashworthiness Research (ADCR), we believe awareness is the first step to prevention. Our specialized media services use impactful visuals and real crash case studies to inform, educate, and empower road users, transport professionals, and organizations.



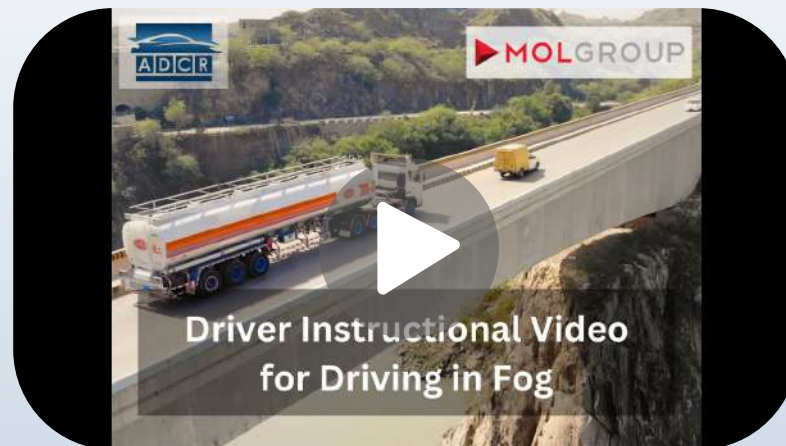
ROAD SAFETY VIDEO PRODUCTIONS



We specialize in high-impact videos as Pakistan's leading Road Safety Firm such as:

- ▶ Corporate Road Safety Campaigns
- ▶ Driver Awareness Initiatives
- ▶ Blind Spot Demonstrations
- ▶ Defensive Driving Education
- ▶ Crash Prevention Tactics
- ▶ Helmet & Safety Gear Testing Standards

Videos on YouTube  (Click on the Play Button)



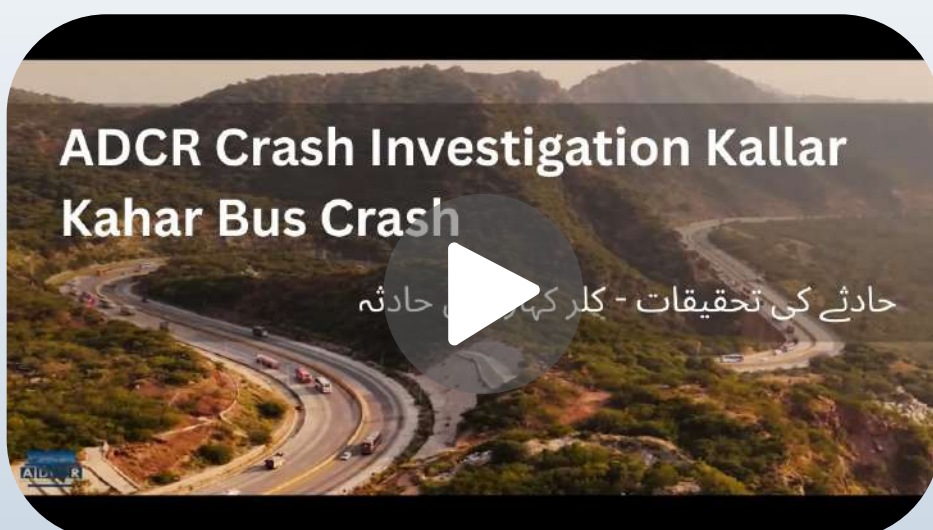
CRASH INVESTIGATION DOCUMENTARIES



ADCR's CSI-style crash investigation videos bring scientific analysis to the screen, raising awareness about real-world causes of accidents. These can be used for:

- ▶ Organizational safety briefings
- ▶ Training sessions
- ▶ NGO road safety projects
- ▶ School/college outreach campaigns

Videos on YouTube  (Click on the Play Button)



WHY PARTNER WITH ADCR MEDIA WORKS?



- ▶ **Created by Road Safety Experts** – Our media content is developed by Road Safety and Crash Investigation experts, not just media producers.
- ▶ **Based on Real-World Cases** – Every video draws from actual crash investigations, safety audits, and field research conducted across varied terrains.
- ▶ **Technically Accurate & Insightful** – We bring deep domain expertise to ensure every visual and voiceover communicates correct, practical, and globally aligned road safety knowledge.
- ▶ **Trusted by Organizations** – Our clients include government agencies, private sector leaders committed to road safety.
- ▶ **Complete Production Services** – From concept to final cut: scripting, filming, editing, animations and narration (English, Urdu)

Whether you're an NGO, corporate HSE team, public safety campaigner, or government department, our media team will help you deliver your message powerfully and professionally.



About ADCR

We, at ADCR (Automotive Design and Crashworthiness Research), are committed to saving lives through the use of technology and our technical expertise. Our focus is on making vehicles and roads safer for everyone, both locally and internationally. As the only organization in Pakistan specializing in vehicle safety and crashworthiness research and solutions, we have a reputation for excellence and a track record of success.

We have always advocated that investing in safety is the best investment with the fastest return – and all our clients also agree. We work with our corporate clients in developing Fleet Safety Management programs and help them develop and systematically implement the best and safest methods of transportation, especially if they are transporting hazardous material. ADCR also audits the logistics operations as well as checks the health and crashworthiness of their fleet vehicles. In addition to these, we conduct Road Safety Audits to identify engineering flaws and accident-prone locations, and carry out Route Hazard Assessments, particularly in high-risk or mountainous regions, to help organizations choose safer travel routes for their operations.

We use our legal expertise gained from the development of regulations and policies for the government to help our valuable clients verify that all their operations and vehicles are compliant with the laws of the land and relevant international transportation safety standards such as ADR and ECE. Our Testing Services include specialized assessments such as helmet testing, in line with international safety protocols, and tire failure analysis to investigate causes of blowouts and tire-related incidents – both of which are critical in improving road user protection.

Our Training Wing has trained over 3,000 professionals from both the corporate and private sectors as well as government law enforcement personnel in Crash Investigations, Vehicle Safety, Fleet Safety Management, Transportation Laws, OGRA-RT Technical Standards, as well as dedicated trainings on Oil Tanker Safety Issues.

We also work as Policy Research and Law-making Consultants for governments, helping to pass laws on vehicle construction and conducting policy research.

Our Crash Investigation Wing is a unique resource, reconstructing accidents in detail and investigating failures in order to improve safety. This wing has been involved in federal investigations of major road crashes of national significance.

In addition to our technical work, ADCR also offers Road Safety Media Services through its in-house production team. We create crash investigation documentaries, awareness campaigns, and training videos that are based on real-life data and field experience. This service helps organizations educate their workforce and the general public through powerful, research-backed storytelling and visual learning.

