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05/09/2026 / DR SHIFA FAIZAL



SHAH ALAM, 2 September 2026 – Final-year Bachelor of Mass Communication (Hons.) Advertising (MC244) students from the Faculty of Communication and Media Studies, Universiti Teknologi MARA (UiTM) Shah Alam, successfully organised a two-day road safety awareness programme titled *"Wheels On Road: Your Car Comes With Great Responsibility"*. Held at Padang Kawad, UiTM Shah Alam on 11 and 12 July 2026, the event recorded over 700 registered attendees and attracted an estimated overall turnout of 900 to 1,000 visitors, including walk-ins. The initiative aimed to promote safer and more responsible driving habits among young adults through a blend of educational sessions, industry collaborations, and controlled automotive demonstrations.

The first day featured an energetic motorcycle convoy organised by Persatuan Skuad Sahabat JPJ, followed by insightful road safety sharing sessions led by the Vehicle Theft and Accident Reduction Council of Malaysia (VTAREC) and JPJ Selangor. Visitors were also treated to an engaging motorcycle safety demonstration presented by Yamaha. Day two continued with interactive sessions by The Human Hub and MotorManiac, alongside controlled drifting demonstrations by MotorManiac and KlutchKicked. A major highlight

was a thrilling drift performance by Mike Faizi from MotorManiac, which captivated the audience and added an exciting, dynamic element to the educational programme.



Beyond fostering public awareness, *Wheels On Road* functioned as a valuable experiential learning platform for the organising students. It enabled them to apply theoretical knowledge in advertising, strategic communication, event management, sponsorship, and industry relations within a real-world environment. The event also received extensive media coverage from prominent outlets, including *The Sun*, *Harian Metro*, and *Sinar Varsity*, effectively broadening the reach of its vital road safety message.

The grand success of *Wheels On Road* was made possible through the robust support and collaborative efforts of key partners and sponsors, including FYP Media, Bateriku, MotorManiac, Astra, KlutchKicked, JPJ Selangor, Persatuan Skuad Sahabat JPJ, Yamaha, VTAREC, Persatuan Alumni Masscomm UiTM, alongside various other supporting organisations.

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