



PRESS RELEASE

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Országos Mentőszolgálat given additional ambulance motorcycles

Erste Leasing donates three high-value ambulance motorcycles

Budapest, 10 June 2010 – After a Harley-Davidson contributed last year, Erste Leasing is now donating three Honda motorcycles equipped with life-support equipment to the biker unit of Országos Mentőszolgálat [Hungarian National Ambulance and Emergency Service; OMSZ], which has been operating with success for six years. In certain traffic situations two-wheeled emergency vehicles can respond to a traffic incident more effectively, which could result in saving more lives.

Regarding the charity initiative, István Megyeri, CEO of Erste Leasing, has said that enhancement of traffic safety on public roads is one of the top priorities for Erste Leasing. As a result, the decision was made to establish close cooperation with OMSZ and donate three more ambulance motorcycles in spite of a harsh economic environment.

Dr. Marianna Simon, assistant director of OMSZ, added: “The first emergency motorbike in Hungary was put into service in 2005 following international experience, and now four of them are operated daily. In addition to doctors and paramedics responding with powerful motorbikes equipped with full life-support equipment, paramedics riding scooters have also been deployed since 2008 in the summer seasons. Last year, the ambulance motorcycles of Országos Mentőszolgálat provided life-supporting help in more than 700 instances, including traffic incidents and other emergency conditions. The vehicles covered mileage over 50,000 kilometres in 2009 alone.”

Plenty of previous instances prove that two-wheeled emergency vehicles can often respond to incident sites more efficiently in certain traffic conditions, and it can be measured in lives. “Since ambulance motorcycles are available to OMSZ in very limited numbers, we are especially happy about the donation from Erste Leasing,” the chief director of OMSZ underlined.

The corporate group Erste Leasing has retained a 50-percent share in the Hungarian motorcycle finance market since 2000, and is one of the major players in the auto finance segment, as well. It has always been a priority for the company to be partners not only in helping customers to acquire vehicles, but also to promote safe driving. It is of primary importance for the leasing company to lay as many bridges between bikers and car drivers, as possible. Experience shows that 90 per cent of the work of an ambulance motorcycle is to save car drivers’ lives, so these newly donated motorcycles could be seen as the symbol of this initiative,” President and CEO István Megyeri underlined.

In order to promote incident-free motoring, the leasing company started a professional training dubbed Erste Leasing Motoros Akadémia [Erste Leasing Bikers Academy] at Formula-1 circuit Hungaroring for all its customers that choose Erste financing when buying a motorbike. All trainees attend the training course with their own bikes, and the circuit provides an excellent chance to test man and machine.

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