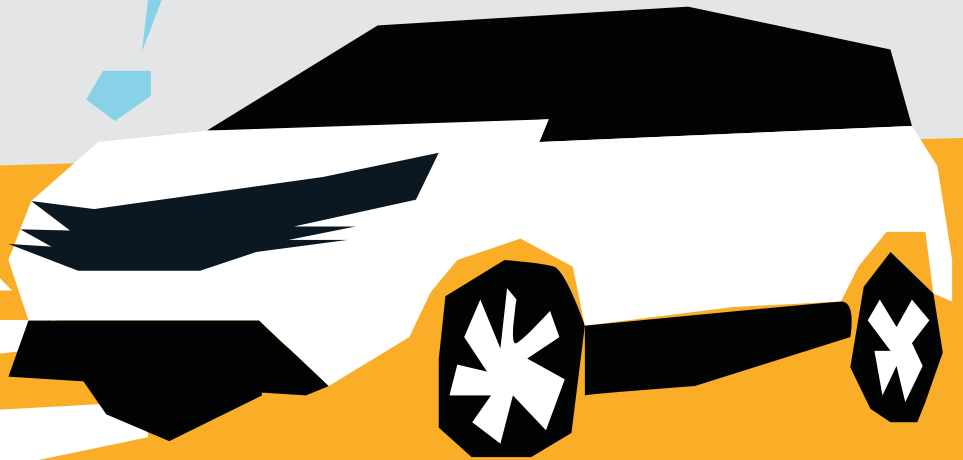




BUCKLE

UP!



Written by: Ayah Halawani
Illustrated by: Aman Darwish



This is a story for all future lions, the children who will take to the roads in search of their own journeys, and paths through life. We want to arm them with knowledge and nurture them to become responsible drivers. At Peugeot, we believe it's never too early to learn about safety on the road.

Teaching children the importance of road safety is essential for them to learn good habits and behaviours that will keep them safe and prevent accidents. We've created a story book that parents and children can enjoy reading together. We believe that this will be time well spent to ensure our children will be safe on the roads for years to come.

We look forward to welcoming the future generation of safe drivers on the roads of the Middle East. Your safe adventures await.

#LionsofOurTime

taaleem
inspiring young minds

Sarah and Adam crouched over a map, taking in its details in wonder, with their fingers, they traced the roads and the tunnels that went under.

They imagined driving up bridges, and their stomachs feeling fluttery, around loop-de-loops and roundabouts, and down alleys that are wiggly.



The road cut through the mountains, and past shimmery lakes, but soon their fingers fell off the map, and they had to hit the brakes.

“What happens now?” they wondered as they looked down at the map, “Does this road just stop here? do we have to turn back?”



“Or does it go on and on... but how far does it reach?
and where will it take us?...”



They put on their hats and shoes, and as they set out the door,
Mum asked “where are you off to?” they answered: “we want to explore!”

“Then hop in the car, we’re going on an adventure” Mummy said.

“And buckle up – it’s for your safety – you shouldn’t forget.”



“But before we set off on this exciting ride,
let me just put my phone aside.”

“Because drivers should never use their phones behind the wheel,
and if I ever forget, remind me, do we have a deal?”

The car vroomed through the neighbourhood, and turned round the block,
and whooshed past a hospital, a police station and a ship dock.

And as the car moved, the clouds began playing tricks.
Was that an elephant in the sky? A dolphin? No, a lion it is!



Mum said "It may be tempting to reach out and look outside,
but in a moving car always keep your hands and heads inside."

Soon they found themselves surrounded by meadows of green.
They even saw a pond with ducks, and some blooming trees.



Mum pulled over and the car gently slowed.
It was time for a picnic in the field across the road.

"When you're on foot, make sure you stop and look left and right,"
Mum said "And only cross when there is no car in sight."



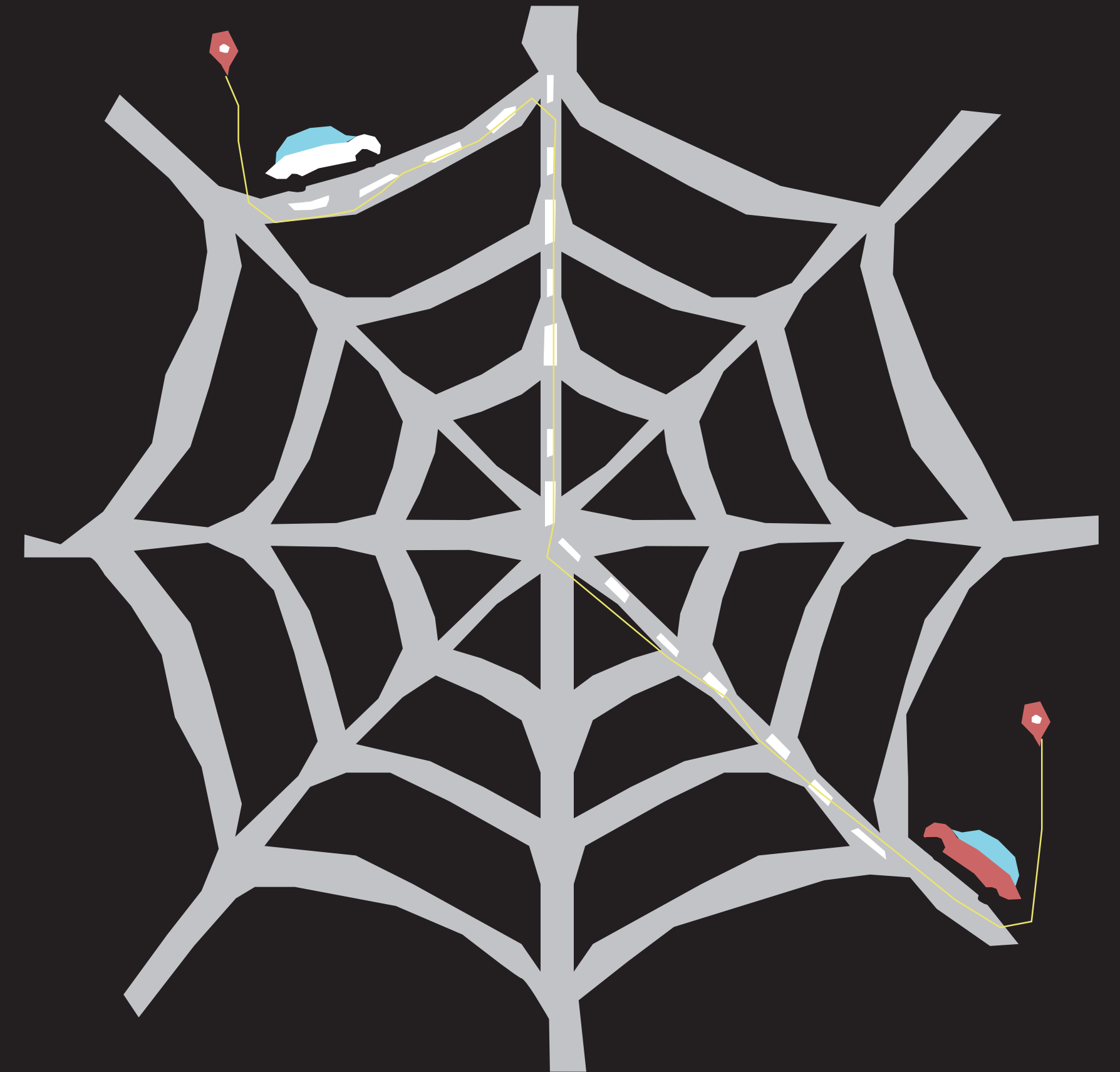
“Mum, now please tell us, where is the end of the road?” they asked.
Mum answered “But why do you want the end to come so fast?”

“You see, the fun is all in the journey, and taking it all in,
and enjoying time with the ones you love, and seeing pretty things.”



“And the roads, think of them like a big spider web,
they’re long and they crisscross, but never really end.”

“They connect people, and make us feel like we’re all one,
house to house, town to town, city to city and farther on.”



“But with all this freedom comes a big responsibility,
to look after our own and other peoples’ safety.”



“It’s as simple as paying good attention to your surroundings
and that your eyes are wide open and that you’re always listening.”



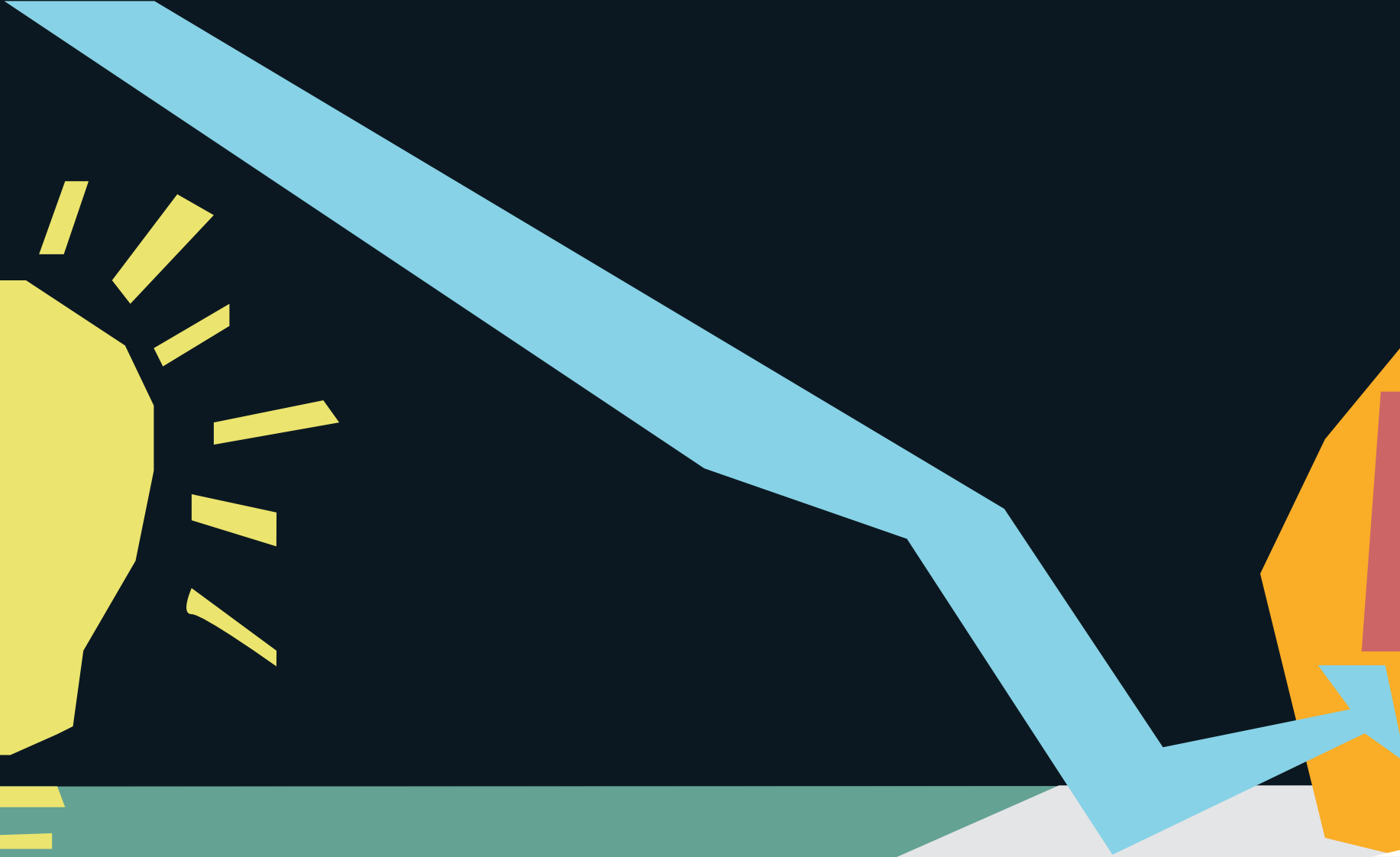
The night was starting to fall and as mum drove them back, the kids dreamed of all the road trips that are yet to be had.

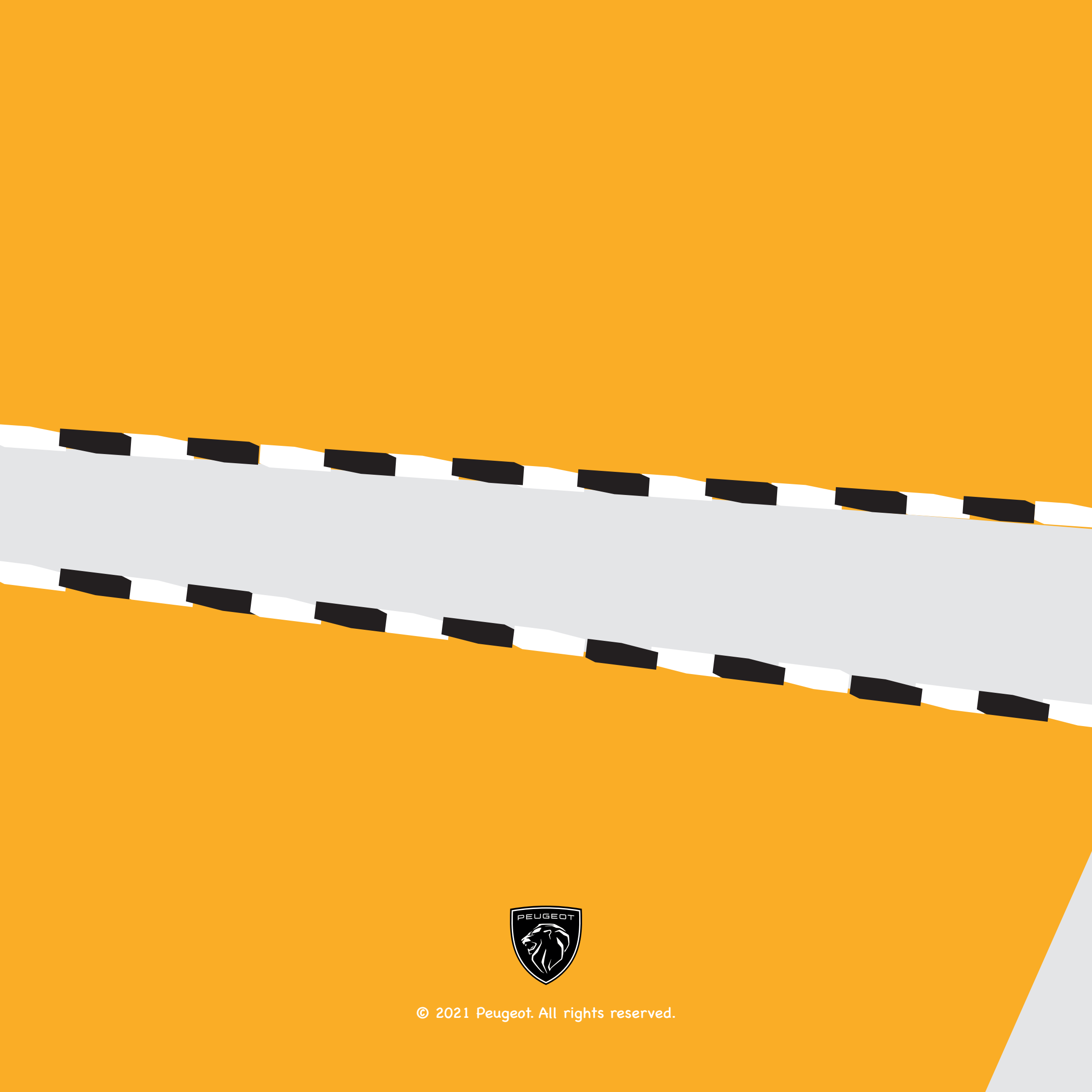


This adventure has ended, but their mission will carry on, to spread the word on road safety, for journeys that are safe for all.



Have you spotted the road safety tips throughout the story?





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