



## PRESS RELEASE

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### **eSafety Regional Observers join together in Czech Republic to highlight progress on eSafety issues**

Key road safety players from Central Europe (Czech Republic, Slovakia, Hungary, Poland) will meet in Brno, Czech Republic 12 June 2007 to discuss actions regarding how intelligent safety systems for cars (eSafety systems) can help reduce the number of fatalities and injuries on Europe's roads.

Organised by the eSafety Support project and with the support of the CDV - Transport Research Centre, Czech Ministry of Transport, AŽD Praha, SDT CR and BVV, the Regional Observers meeting aims to review how eSafety players in Central Europe can cooperate and share experiences to increase awareness of eSafety systems such as emergency call (eCall).

With over 40 participants from Czech Republic, Slovakia, Hungary and Poland slated to attend, the meeting will feature include presentations by the European Commission and national eSafety Support experts, providing a useful summary of the eSafety initiative and its achievements to date at both the European and national levels. Topics to be discussed include enforcement, emergency assistance, RDS-TMC and traffic information, and eCall. The eSafety initiative, launched in 2002, is dedicated to halving the number of road deaths in Europe by 2010 through the development and deployment of eSafety systems.

#### **AUTOSALON Brno 2007 and BRNOSAFETY 2007**

The meeting has been purposely organised concurrently to the Autosalon Brno motorshow (9-14 June), giving participants the opportunity to visit this international event. In addition, on 11 June, the BRNOSAFETY 2007 - The Way to Road Safety workshop, sponsored by the European Parliament, is open to eSafety Observers. This event will focus on the integrated approach to road safety, safe infrastructure, training and enforcement of traffic law, and industry responsibility for safe vehicles.

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#### **Note to editors:**

The European Commission-funded eSafety Support project actively assists eSafety stakeholders in their efforts to increase public awareness of the enormous impact eSafety systems can have on road safety. The project lends support to the eSafety initiative, which brings together the European Commission, public authorities, industry and other stakeholders in a drive to accelerate the development, deployment and use of eSafety systems.

For more information about eSafety Support and the eSafety initiative, please visit [www.esafetysupport.org](http://www.esafetysupport.org)