

Media Announcement

7th March 2007

Launch of the eSafetyAware! 'Choose ESC!' campaign – Rome 8th May 2007

The Europe wide 'Choose ESC!' campaign will be launched at the Bridgestone European Testing ground near Rome on 8th May 2007. The campaign, lead by the FIA Foundation, under the patronage of European Commissioner Viviane Reding and FIA President Max Mosley, aims to raise awareness of Electronic Stability Control (ESC) and increase the take-up of this life-saving technology.

The Rome launch will feature the release by the European New Car Assessment Programme (Euro NCAP) of an EU wide ESC availability survey. The event will also include live demonstrations comparing the performance of a car with and without the system engaged.

ESC can reduce road crashes by more than 20 percent, especially in wet or icy conditions. However, there is a low take-up rate of this life-saving technology across Europe and a lack of consumer awareness of its safety benefits (as shown in a recent authoritative Commission Eurobarometer study).

FIA President Max Mosley, said:

"There is no doubt that ESC could contribute significantly to the European Union's goal to halve the number of road traffic fatalities by 2010. But to achieve this, much more needs to be done to inform the consumer about why they must choose ESC when buying a new car."

European Commissioner Viviane Reding said:

"The European Commission fully supports the 'Choose ESC!' Campaign as we want to reach the consumers with this campaign. I believe more and more drivers will make the intelligent choice and choose ESC, making the roads in Europe safer for everyone."

Mosley and Reding will be speaking at the Rome event alongside Ivan Hodac, Secretary General of the European Automobile Manufacturers Association, Nicole Nason, Administrator of the US National Highway Administration, and Claes Tingvall, Chairman of Euro NCAP.

The launch will also feature an international workshop with high level participation from the NHTSA and representatives Australia's State of Victoria. The NHTSA has recently proposed an international standard for ESC systems at the United Nations World Forum for Harmonization Vehicle Regulations (WP29), whilst a similar ESC awareness campaign was recently launched in Victoria.

Participants at the event will include all the major stakeholders in intelligent vehicle safety systems including motoring organisations, consumer groups, motor industry and related service suppliers, national authorities from EU member states and representatives of the news media. The 'Choose ESC!' event is organised in cooperation with Euro NCAP and the European Commission.

For further information about media accreditation for the ESC campaign launch in Rome contact:

eSafetyAware! - Ms Gaby Roosen – Tel: +32 (0)2 286 8043 – info@esafetyaware.eu

The eSafetyAware! Communications Platform is a joint non-profit public/private partnership with 35 members (including Bridgestone and the FIA Foundation). It is chaired by the Foundation's Director General, David Ward. The 'Choose ESC' campaign is also officially supported by the European Commission.

www.esafetyaware.eu