



# Safety Challenge 2010

Promoting advanced  
vehicle safety technologies

[www.eSafetyChallenge.eu](http://www.eSafetyChallenge.eu)



Millbrook, UK / 13 July 2010

Supported by:



## Draft Programme, 13 July

08:30-09:00 **Transfers to Millbrook Proving Ground from Jurys Inn, Luton Hoo and Flitwick station**

09:00 **Millbrook Proving Ground**  
**Registration and coffee**  
**Exhibition opening**

10:00-10:45 **Opening speeches**  
Jean Todt, President, eSafetyAware  
Vince Cable, UK Secretary of State for Business, Innovation and Skills  
Peter Tyröller, President, CLEPA  
Andre Seeck, Chairman, Euro NCAP  
Tom Kristensen, eight-time 24 hour Le Mans winner, Audi  
Lewis Hamilton, Vodafone McLaren Mercedes F1 Team  
Michelle Yeoh, Global Ambassador, Make Roads Safe Campaign  
  
Moderator: David Ward, Director General, FIA Foundation

10:45-11:15 **Opening of the eSafety demonstrations by Ivan Hodac, Secretary General, ACEA**  
**eSafety demonstration by:**  
• **Lewis Hamilton, Vodafone McLaren Mercedes F1 Team**  
• **Tom Kristensen, eight-time 24 hour Le Mans winner, Audi**

11:15-12:00 **VIP tour of exhibition**

12:00-14:00 **eSafety driving experience for participants**

12:30-14:00 **Buffet lunch**

14:00-14.40 **Panel debate**  
**Rewarding innovation and stimulating demand**  
Chair – Adrian Walsh, Director RoadSafe  
  
• **Contributing to the Decade of Action**  
David Ward, Director General, FIA Foundation  
  
• **Support through European research and legislation**  
Juhani Jaaskelainen, Head of Unit, European Commission  
  
• **Encouraging eSafety**  
Michiel Van Ratingen, Secretary General, Euro NCAP  
  
• **The intelligent route to safety**  
Nick Illsley, Transport Direct Chief Executive, UK DfT

### Refreshments and change panel

14:50-15:10 • **Fleet Safety – Study results**  
Irina Patrascu, Project Manager, eSafetyAware  
  
• **Insurer perspectives on eSafety**  
Johann Gwehenberger, Head of Accident Research, Allianz Center for Technology

15:10-16:00 **eSafety in fleets**  
Open discussion on effective delivery with a panel including the Driving for Better Business campaign champions  
Chair – Ross Durkin, Editor, Fleet World International  
  
David Faithful, Solicitor, Lyons Davidson  
Steve Farmer, Managing Director, Balfour Beatty Plant and Fleet  
Mike Waters, Head of Market Insight, Arval  
Johann Gwehenberger, Head of Accident Research, Allianz Center for Technology

16:00 **End of eSafety Challenge 2010**

16:15 **Transfers to Birmingham and Luton airport**  
**Transfers to Flitwick station**