



# Safety Challenge 2010

Promoting advanced  
vehicle safety technologies

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



Millbrook, UK / 13 July 2010

Supported by:



## 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**

David Ward, Director General, FIA Foundation  
Mike Penning MP, Parliamentary Under Secretary of State, UK – *Video statement*  
Juhani Jaaskelainen, Head of Unit, European Commission  
Ivan Hodac, Secretary General, ACEA  
Peter Tyroller, President, CLEPA  
Andre Seeck, Chairman, Euro NCAP  
Tom Kristensen, eight-time 24 hour Le Mans winner, Audi  
Lewis Hamilton, Vodafone McLaren Mercedes

Moderator: Jacob Bangsgaard, Secretary General, eSafetyAware

10:45-11:15

**eSafety demonstration by:**

- **Lewis Hamilton, Vodafone McLaren Mercedes**
- **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**

14:00-15:30

**Panel debate**

**Stimulating demand for eSafety**

Chair – Adrian Walsh, Director RoadSafe

- **Encouraging eSafety**  
Michiel Van Ratingen, Secretary General, Euro NCAP
- **The intelligent route to safety**  
Nick Illsley, Transport Direct Chief Executive, UK DfT
- **Fleet Safety – Study results**  
Irina Patrascu, Project Manager, eSafetyAware
- **Insurer perspectives on eSafety**  
Johann Gwehenberger, Head of Accident Research, Allianz Center for Technology

**Open discussion**

Chair – Ross Durkin, Editor, Fleet World International

David Faithful, Solicitor, Lyons Davidson  
Steve Farmer, Managing Director, Balfour Beatty Plant and Fleet  
Johann Gwehenberger, Head of Accident Research, Allianz Center for Technology  
Nick Illsley, Transport Direct Chief Executive, UK DfT  
Michiel Van Ratingen, Secretary General, Euro NCAP  
Mike Waters, Head of Market Insight, Arval

15:30

**End of eSafety Challenge 2010**

15:45

**Transfers to Birmingham and Luton airport  
Transfers to Flitwick station**