

eSafety Challenge 2009
Vallelunga, 8 September 2009

Speech of Michael Schumacher

CHECK AGAINST DELIVERY

Distinguished guests, Ladies and Gentlemen

I would like to thank my good friend Jean Todt for inviting me to come to this spectacular event today here in Vallelunga. I must also congratulate him on his election earlier this year as President of eSafety Aware. I think it is wonderful that of one of the most successful managers in motor sport history is now dedicating his remarkable skill and commitment to road safety. By electing Jean Todt the members of the eSafetyAware organisation made a very wise choice and they are indeed very fortunate to have a man with his qualities as their leader.

Over the last decade I have been pleased to support the road safety campaigns of the FIA and the FIA Foundation. Recently I have had the great honour to work with Lord Robertson and Michelle Yeoh on the "Make Roads Safe" campaign. This year we will witness the first ever Global Ministerial Conference on Road Safety in Moscow and I'm proud to have played a part in bringing about this historic event. I am sure that, under the strong leadership of Jean Todt, eSafety Aware will be similarly successful.

In my career on the race track I always knew I had to anticipate the unexpected and that serious crashes could happen at any time. That is why I always supported the FIA's effort to improve motor sport safety, pushing for technologies such as the Hans device, survival cells, safer harnesses and better helmets all of which have helped to prevent many serious injuries.

Of course, the same approach is equally valid on the road. Every time we step into a car we run the risk of a life threatening incident. All humans make mistakes, even the best drivers in the world. On public roads and in normal cars you are much more vulnerable than on a race track. So we need all the help we can get from the technology side to compensate for human errors.

That is why we should always wear a seat belt, use head restraints, and child seats for our children. But it also means choosing a car that is equipped with the latest safety systems. That used to be mainly about air bags, and crumple

zones, which are technologies that help when a crash has happened. But now we have technologies that can prevent the crash from happening at all.

For this reason I was very happy over the last two years to support the 'Choose ESC' campaign. Electronic Stability Control is a life saving anti-skid technology that will help to save at least 4,000 lives in Europe once all cars have it as standard.

But, of course, it is vital that the consumer understands how important these safety systems are. We must ensure that the car buyer has the necessary safety information so they will ask their dealer for a model uses the best eSafety systems like ESC.

That is why I am so pleased to be here at the first ever eSafety Challenge. Today is a unique opportunity to experience the ingenuity of modern automotive safety design. But most important of all it is an opportunity to spread the word to every new car buyer, that the next car they own should have eSafety on board.

Thank you very much.