

**eSafety Challenge 2009**  
**Vallelunga, 8 September 2009**

**Speech of Jean Todt**

CHECK AGAINST DELIVERY

Distinguished guests, ladies and gentlemen, welcome to this first ever eSafety Challenge that will show you the most important life saving eSafety systems on the market today.

Firstly I would like to thank President Gelpi and the Automobile Club d'Italia for hosting this event here today in Vallelunga. Their wonderful facilities make a perfect frame for the demonstrations that we will experience later.

I would also like to warmly welcome the UK Minister of Transport Paul Clark and thank him for his Government's strong support for the work of eSafetyAware.

Michael Schumacher also joins us today in support of our eSafety Challenge. For many years now Michael has supported FIA initiatives on road safety. As a Member of the Commission for Global Road Safety he is playing an important role in raising awareness on this issue at the United Nations. And here in Europe, he has already helped us to promote our 'Choose ESC campaign.

I would also like to thank all the participating professional drivers, and their teams, that have agreed to assist with our demonstrations today. As we have seen recently motor sport is inherently dangerous and so the FIA in its role as governing body of the sport has a permanent mission to improve levels of safety. This mission extends to safety on the road so I am delighted that at today's eSafety Challenge event leading personalities from the sport are contributing their time to the wider goal of making our roads safe.

Also a special "thank you" to the two eSafetyAware vice presidents, ACEA and ERTICO for their support and to the eSafetyAware members for their trust in unanimously electing me President of the association earlier this year.

eSafety Aware has been very successful here in Europe in raising awareness of life saving technologies like Electronic Stability Control. Now the investment made by the industry in safety is really paying off as we see more and more cars equipped with the system on sale and on the road. And by 2012 we know that all new cars in the European Union will have ESC on board. But what makes sense in Europe also applies just as forcefully in other parts of the world.

I was honoured to participate in the launch of our Choose ESC campaign in China last April. With strong support from the Chinese authorities and the Chinese Automobile Club a very impressive event was held in Beijing. And I am delighted that the club's Vice President Yan Janchang has come to Vallerunga today. Our work is truly global in scope and we have assisted similar events around the world in Australia, Canada, Japan, and, of course, here in Europe, most recently in the Czech Republic, and Denmark, together with the national authorities and the automobile clubs.

We have gathered experts from around the world to be here today and tomorrow to discuss how we secure an increased take-up of eSafety systems. This is a joint effort between the automotive industry, automobile clubs, NGOs, and national authorities and we can learn a lot from each other.

The survey launched today about eSafety awareness show that we still have plenty of work to do. Car buyers rely to a large extent on the information they get in the car dealerships and the study published last year by the German Automobile club, the ADAC and the FIA Foundation showed us that the information given by the dealers is far from sufficient to give people the possibility to make a safe choice when they buy a new car.

Our activities here are financially supported by the FIA Foundation and the European Commission and I deeply appreciate their trust in our work. On behalf of all the members of eSafety Aware I would like to thank the Commission for their recent decision to extend the support with a new grant for the coming years which will ensure that we can sustain the growing momentum of our campaign.

Today we will also acknowledge the exceptional effort to promote public understanding of the safety technologies. The three award winners are outstanding examples of what can be done to make our roads safer. I am

proud that Michelle Yeoh, the Global Ambassador for the Make Roads Safe campaign will present the awards. She is one of the driving forces behind this year's first ever Global Ministerial Conference on Road Safety to be held in Moscow in November and she is doing so much to raise awareness of the unnecessary loss of life that continues to occur on the world's roads.

We know that most road deaths are preventable and a terrible and tragic loss to so many families and to society as a whole. So we need to do our utmost to promote technologies that will be saving lives and avoid crashes. Working hard together I am sure we can make a big difference and with these remarks I welcome you to Valledlunga to the eSafety Challenge 2009.

Thank you