

eSafety Challenge 2009

Vallelunga, 8 September 2009

Speech of Michelle Yeoh

In my role as global ambassador for the Make Roads Safe campaign I have seen how road crashes have a dramatic impact on people's lives, the indelible mark left on families hit by the disaster of losing a child, a mother or a father.

We must always remember that we are dealing with saving real lives. The safety technology we see being demonstrated today can prevent a life being destroyed tomorrow. The Make Roads Safe campaign is calling for a UN Decade of Action and we hope that the Ministerial Conference in Moscow will support this call.

But to make the Decade more than just words on paper, or lines in a communiqué, it will need to be translated into thousands of actions by governments, companies and by people on the street. Sharing lifesaving technologies like ESC is one good example of how we can make the Decade of Action a reality.

So now I am very pleased to have the opportunity to hand out awards to three organisations that have been selected from 25 candidates, nominated by more than 30 international road safety experts.

Each of the three winners has made a particular effort in the effort to make cars and their drivers safer.

The main obstacle for increased deployment of eSafety technologies is the lack of knowledge among consumers. The new report from eSafety aware has some important findings. I found it particularly interesting to read that women place safety as the number one priority, yet often they don't have much knowledge of these life saving technologies.

Actually, we all know that men and women often get a little competitive – shall we say – over driving.

I think you can definitely conclude that it's the most intelligent half of the population who think safety is most important – the rest are men. The other big difference I know from experience, is that men and women view safety as a priority when buying a car but only women still view it as a priority when actually driving the car. Indeed we know that buying a car is for many one of the most important decisions people make for themselves and their families. And we also know that women tend to make this decision for their families, men for themselves.

Seriously speaking, one particularly interesting point from the survey was that people are on average 30 per cent more likely to choose eSafety systems when aware of them and would be willing to pay more to have these systems fitted. This just shows how important it is to increase consumer awareness of these very important life saving technologies.

So more people would demand eSafety in their car if they knew the safety benefits and the functionalities of the systems. This is why the three categories for this eSafety award have been focusing on:

Excellence in marketing, Excellence in training, and Excellence in car sales

I will now present to you the winners of the three categories:

The first prize is **Excellence in marketing** and the winner is Renault Spain for their specific efforts in eSafety advertising and for being the first car manufacturer to make ESC standard in the C segment car model in Spain.

The next prize is **Excellence in training** and the winner is the German Road Safety Council in Bonn for their great achievements with the 'Bester Beifahrer' campaign, informing drivers about the benefits of car safety technologies.

The last prize is for **Excellence in car sales** and the winner here is the Fiat car dealer Auto deGraef from Cologne in Germany. They receive the prize for their proactive promotion of eSafety and the high level of eSafety information provided to clients by its sales staff.