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REGION I NEWS FOR CLUBS

## Report From Buenos Aires

Visionary Travel  
Concept Debuts  
During Conference Week

ACP Wins Top  
Award in  
Buenos Aires

Electronic Stability  
Control Saves Lives

Club Correspondents  
Seek Additional  
Training





Road safety is not only a problem for car users—it is a problem for society as a whole, says eSafetyAware President Jean Todt

## Jean Todt to Clubs: ESC Saves Lives

*Former Ferrari CEO and President of eSafetyAware Jean Todt appealed to clubs to help make European roads safer during Conference Week activities May 14 in Buenos Aires. Todt said use of Electronic Stability Control (ESC) alone would save 4,000 lives and avoid more than 100,000 injuries in Europe each year if all cars were equipped with the life-saving technology.*

“We can do it with you. But we cannot do it without you,” Todt told conference attendees during the FIA Foundation Policy Forum. He reminded attendees intelligent vehicle safety technologies “can save your life. These technologies can make the difference between life and death for all of us on any given day when the unexpected happens. They will warn you, assist you, react for you or mitigate the impact of any kind of crash. This will be your best driver aid.”

Todt was recently named president of the Brussels based non-profit international organization and is leading the campaign to promote consumer awareness of eSafety technologies such as ESC.

“The use of intelligent vehicle technologies will make cars safer than ever. There is no reason consumers shouldn’t benefit from these life-saving eSafety systems. I am very pleased to join this work. I believe there are many opportunities to exploit when it comes to promoting vehicle safety equipment which ultimately benefits car users,” Todt says.

In Europe alone almost 40,000 people are killed each year in traffic—and more than a million injured. Today’s new cars are much safer than they were 10 to 15 years ago thanks to improved crash test standards, crumple zones, seat belts and air bags which help protect occupants in a crash, but much still remains to be accomplished.

“Road safety is not only a problem for car users—it is a problem for society as a whole. The cost to society of the huge number of road accidents is a burden for all of us. We all have an interest in avoiding such a large number of accidents. I don’t see why we shouldn’t do our best to promote solutions that are saving lives and avoiding accidents,” he says.

The new generation of safety systems like ESC can prevent accidents. If all cars in the EU used ESC, estimates are at least 4,000 lives a year could be saved and more than 100,000 injuries avoided. Just over half of new cars in the EU are equipped with ESC, one reason for consumers to understand the benefits of a simple low cost system like ESC.

In emerging vehicle markets such as China use of ESC is much lower, and an even greater challenge exists to increase awareness of the safety potential of eSafety technologies. Todt first task was to speak during the launch of a Chinese ESC campaign in Beijing in April. And Todt will host the first annual eSafety Challenge ([www.eSafetyChallenge.eu](http://www.eSafetyChallenge.eu)) Sept. 8-9 in Vallelunga, near Rome, Italy.

Organized jointly with the Automobile Club of Italy, the Challenge will feature demonstrations by Felipe Massa and other Formula

One driver of new vehicle safety technologies including ESC, blind spot monitoring, lane support systems, speed alerts and warning and emergency braking systems.

In the following Q&A, Todt expresses some of his perceptions regarding safety and other issues of importance to automobile clubs.

**Q: Why did you decide to join the eSafetyAware association?**

I find creating awareness-raising activities on road safety very challenging in this joint effort between the automotive industry, NGOs, the European Commission and authorities in Europe, Canada, the U.S., Australia and China. I am delighted to take part, and I will do my best to find ways to get the knowledge of international experts across to car drivers and their families. Protecting your family and other people traveling on the roads should be a priority for all of us. Fortunately, we have the possibility today to use new technologies to compensate for the mistakes we all make, or to help us when we are caught in situations where solid driving just isn't enough to get us out of an emergency.

**Q: How does eSafety help with road safety in general?**

eSafety systems support you in dangerous situations where the road is slippery or when you suddenly face a dangerous situation forcing you to make emergency maneuvers. No one can foresee what will happen in traffic, and you are never sure what might happen on the road close to you no matter how good a driver you are.

**Q: What should be done to make people aware of the benefits of eSafety?**

The fact that eSafety technologies can save thousands of lives and avoid a hundred thousand injuries each year on the road tells us that more has to be done to tell the car buyers to look for these systems when they buy a new car. Until all cars are equipped, we

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*The cost to society of the huge number of road accidents is a burden for all of us.*

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have to make sure to tell consumers to choose systems like ESC. It might save their life one day. In the coming years, eSafetyAware will launch campaigns and organize demonstration events where people can experience the difference of a car with and without these driver aid systems.

**Q: Why is the campaign working with organizations such as Euro NCAP, FIA Foundation, the European Parliament and the European Commission?**

Euro NCAP has created a rating system that is getting the safety message into people's minds when they look for a new car. We are very pleased they now cooperate with us to promote eSafety through their star rating scheme. The FIA Foundation and the European Commission have been extremely supportive of our work and have provided significant financial support to our campaigns which has been crucial for our success.

We are working closely with the European Commission, the European Parliament and with the UN to develop new regulations for safety equipment that can benefit all European citizens.

**Q: What has eSafetyAware contributed in the past?**

The first campaign of the organization was on Electronic Stability Control (ESC). The goal of eSafetyAware was to make ESC mandatory in all cars and in only two years program people managed to communicate the benefits of ESC to a

large audience through campaigning activities in Europe, Canada, the U.S., Australia and the latest in China. ESC will become mandatory in Europe from 2012, and both Canada and Australia intend to follow.

The close cooperation with decision makers has led to legislation benefiting all European citizens, and I think eSafetyAware played an important role in this process. I hope to continue the effort by focusing on more systems that can improve road safety and also systems that in the future can limit the impact of the transport sector on the environment through cleaner vehicles and more efficient energy use.

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### Jean Todt

Todt studied at the 'Ecole Des Cadres' School of Economics and Business in Paris. From 1981 to 1993 he was Peugeot sporting director. From 1993 to 2008 he worked for Ferrari which under his leadership won 13 Formula 1 world titles. In 2008, he left as CEO but remained as member of the board and adviser to the chairman until March 2009.

Todt has been named Commendatore della Repubblica, Italiana. He was granted an honorary degree in Engineering by the University of Florence and was appointed Grand Officier de la Legion d'Honneur. Todt is one of the founders and vice president of the ICM (Institut du Cerveau et de la Moelle Epiniere), a Paris institute devoted to medical research for brain and spinal cord disorders. In November 2008, he was elected a member of the Board of Trustees of the FIA Foundation.