



Issue Eleven
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GOnews

REGION I NEWS FOR CLUBS

Clubs Hold Spring Meetings in Wonderful Copenhagen

Clubs Battle Economic Downturn

Region I Elects New Officers

**FIA Asks EU to Prevent
Road Deaths**

COFO Elects New Chairman



eSafety Campaign for Danish Car Dealers Launched in Copenhagen

eSafetyAware President Jean Todt with an able assist from the European Commission's Isabelle Kardacz officially launched the European eSafety campaign during Spring Meetings June 4 in Copenhagen.

"It's a great day," said Kardacz, head of the EC's unit road safety. "Driver behavior is most important" when it comes to saving lives. Kardacz praised the European Parliament decision to make Electronic Stability Control (ESC) mandatory on all new cars beginning in 2011.

In his new position as eSafetyAware president, Todt said it's all "quite new for me, and I wasn't aware of its potential." Todt was CEO of Ferrari prior to assuming his present position.

Goal of the campaign is to distribute eSafety information to new car buyers through car dealerships throughout the country. The Danish campaign is the first of many national campaigns to promote eSafety systems to consumers at the national level.

Todt said use of Electronic Stability Control alone would save 4,000 lives and avoid 100,000 injuries in Europe yearly.

He said intelligent vehicle safety technologies can save people's lives. And he said his job is to make sure motorists are aware of life-saving eSafety systems.

"I'm convinced of the importance of this technology," he said.

Estimates are 4,000 lives would be spared annually in the EU and 100,000 injuries avoided if all cars in the EU were equipped with ESC. However, only slightly more than half of new cars are equipped with ESC, more reason for consumers to understand and take advantage of its life-saving capabilities.

"eSafety systems support you in dangerous situations ... no one can foresee when that will happen in traffic. You are never sure what might happen on the road close to you no matter how good a driver you are," Todt said.

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Region I Director General Peter Doggwiler and the European Commission's Isabelle Kardacz prepare for hands-on demonstration during eSafety launch in Copenhagen



eSafetyAware President Jean Todt talks about live-saving technologies during campaign launch in Copenhagen