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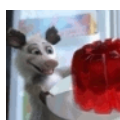
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eSafety Challenge 2009

anzie

Posted: 09 September 2009 11:49 AM

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<http://www.esafetyaware.eu/>
<http://www.fiafoundation.org/news/archive/2009/Pages/StardriversshowlifesavingeSafetytechnologies.aspx>

Star drivers show life saving eSafety technologies

08/09/2009

Some of the world s best drivers gathered today to take part in the eSafety Challenge, an annual event that promotes and highlights the life-saving potential of eSafety technologies. The eSafety Challenge is supported jointly by the FIA Foundation, the European Commission, and EuroNCAP. The event was hosted by Italian automobile club ACI and is part of the eSafety Aware campaign, a non profit 36 member association.

Formula One stars Heikki Kovalainen, Robert Kubica, Timo Glock, and Giancarlo Fisichella joined forces with Tom Kristensen, eight-time 24 Hour Le Mans winner and Susie Stoddart from the German Touring Car series, to demonstrate five different eSafety technologies. The event was also addressed by Make Roads Safe global ambassador Michelle Yeoh.

<snip>

Seven-time Formula One World Champion Michael Schumacher said:

"I am proud to be associated with this campaign. I am convinced that these technologies are critical in our collective bid to improve road safety. We must continue to raise awareness of their benefits in order to achieve our goal of reducing the numbers of people killed on the roads."

BMW F1 driver Robert Kubica said:

"In motor sport when something goes wrong there are numerous layers of safety to protect you. On the road there are no such layers of safety. If you make a mistake, eSafety systems are needed and indeed critical in order to prevent an accident. It is definitely good to have eSafety on board."

<snip>

Toyota F1 driver Timo Glock said:

"As racing drivers in the public limelight, I believe we have a responsibility to support these sorts of campaigns. It is important for people to know about these technologies, to know how important they can be in saving lives and I must admit even I ve learnt some new things about safety today."

Ferrari F1 driver Giancarlo Fisichella said:

"Even as an experienced racing driver, it is easy to make a mistake whilst driving. Nothing is more important than my safety and the lives of my family. When I drive a car I want to know that the latest safety features are installed so if I do make a mistake we are protected."

<snip>



Tom Kristensen, Timo Glock, Robert Kubica, Susie Stoddart and Heikki Kovalainen



Jean Todt, Giancarlo Fisichella, Michael Schumacher and Michelle Yeoh



Susie Stoddart and Jean Todt



Heikki Kovalainen



McLaren F1 driver Heikki Kovalainen said:

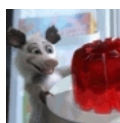
"eSafety technologies save lives. When driving on public roads I demand absolute safety for me and my family. Despite my experience, I too can still be surprised or caught off guard when driving. It is the unexpected that is the most dangerous, and it can happen to anyone. eSafety is there to help me rectify such situations safely and hopefully avoid an accident."

Profile

anzie

Posted: 09 September 2009 11:56 AM

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Some other photos of Susie Stoddart - not from the same event, but I think these are worth it to add here as well...