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## eSafety Challenge receives EU funding boost

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The European Commission is to help support the promotion of eSafety technologies as a means of saving lives, with a contribution to the annual eSafety Challenge event. The funds of €1.6 million will be used to support campaigning activities for the event, which is coordinated by the FIA Foundation.

The challenge will focus on innovative vehicle safety technologies and the potential for lives to be saved on the roads through increased deployment of these technologies. The key eSafety applications promoted by the eSafety Challenge include: Electronic Stability Control, Blind Spot Monitoring, Lane Support Systems, Speed Alert, Warning and Emergency Braking Systems, and Adaptive headlights.

David Ward, director general of FIA Foundation, said: 'New cars today are much safer than they were 10-15 years ago thanks to improved crash test standards, crumple zones, seatbelts, and air bags which help protect occupants in a crash. But annually at least 1.2 million people are killed in traffic and more than 50 million are injured worldwide.

'We've seen that safe cars protect passengers in an accident, but with these new vehicle safety technologies we can prevent an accident happening in the first place. We need to make sure that people know about these technologies when they select their next car.'

The next eSafety Challenge will take place on 13 July 2010 at the UK's Millbrook vehicle testing centre and is supported by some of the world's best drivers including Formula One star Michael Schumacher.

He commented: '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.'

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