



Traffic Technology Today.com

Keywords Search Sort by: relevance most recent

NEWS MAGAZINES FEATURES SUPPLIER SPOTLIGHT RECRUITMENT OPINION EVENTS AUDIO VISION ZERO Contact us | Home



Vision Light Tech
creating optical solutions

License Plate Recognition

NEWS >>

Lewis Hamilton eager to play a role in eSafety



It has been revealed that Lewis Hamilton met with the FIA Foundation at Mercedes-Benz World at Brooklands last week to discuss eSafety Challenge campaigning. He had the opportunity to experience the advantages of eSafety systems and discuss his role in supporting the deployment of these technologies through end-user awareness campaigning.

Hamilton was able to test first-hand the effects of eSafety systems on three Mercedes models – the E-Class, the A-Class, and the Sprinter. An important obstacle for the eSafety campaign is the lack of awareness among end-users, and after personally experiencing the technologies Hamilton for one was easily convinced. "When choosing my car, I will always check to see whether it has eSafety systems as standard," he said.

Right: Lewis Hamilton is on board for the eSafety Challenge 2010, at Millbrook, July 13

The F1 World Champion was keen to learn how he could contribute to the campaign, confirming his first public appearance in support of the campaign at eSafety Challenge's annual event on July 13, 2010 in Millbrook. "I joined this campaign to do what I can to raise awareness of the importance of eSafety systems in saving lives and preventing serious accidents," he explained.

David Ward, director general of the FIA Foundation, added: "We are very grateful indeed to Lewis for his support for the eSafety Challenge. Giving us his time to demonstrate Electronic Stability Control is a great contribution to our goal of making roads safe."

Main: The image shows the FIA Foundation's Jacob Bangsgaard (left), director of International Relations and David Ward, director general, with Lewis Hamilton



11 May 2010



LEADING THE WAY in Road User
Charging and Traffic Surveillance

TODAY'S OTHER NEWS >>

- 14 May 2010 09:39
Innovative vehicle intelligence system tackles vehicle crime
- 14 May 2010 09:34
Digital cameras to stop traffic cheats in Nottingham
- 14 May 2010 09:33
Capita Symonds wins TfL contract
- 14 May 2010 09:31
ISS responds to Mayor Bloomberg's call for more smart cameras
- 14 May 2010 09:26
Poll finds Toyota's reputation remains intact
- 13 May 2010 09:20
Costs of unreliable transport rival those of congestion

[News archive >>](#)



always one step ahead

ITERIS



WORLD'S BEST
VIDEO DETECTION
www.iteris.com

STREETMAPPER



JOIN the **Safety Challenge 2010** Millbrook, UK
13 July
FREE PARTICIPATION

MAGAZINE >>



NEW DIGITAL EDITION:

The April/May 2010 issue of Traffic Technology International is now online.

[Read now >>](#)

VISION ZERO >>



NEW DIGITAL EDITION:

The January 2010 issue of Vision Zero International is now online.

[Read now >>](#)

INTERTRAFFIC WORLD >>



The launch issue of Intertraffic World is now online.

- [Click here to read digital version](#)
- [Click here to subscribe](#)

[Read now >>](#)