



Source: Leicester Mercury {Motors}
Edition:
Country: UK
Date: Friday 4, September 2009
Page: 11
Area: 86 sq. cm
Circulation: ABC 64919 Daily
BRAD info: page rate £4,665.60, scc rate £20.25
Phone: 0116 251 2512
Keyword: ESAFETY

> durrants

Women not in the know on safety

WOMEN place safety as their number one priority when buying a car, yet are 30 per cent less likely to know about eSafety systems than men, according to a study by the eSafetyAware! campaign.

The research showed that women are involved in seven out of 10 car purchase decisions and that the general trend is a purchase with responsibility shared between partners, rather than one party acting alone.

The study further high-

lighted that although both men and women considered safety to be an important factor when purchasing a car, it consistently scored higher in priority for women.

But when it comes to knowledge about eSafety systems, the study showed that general awareness is still low, ranging from 56 per cent for Speed Alert systems down to 35 per cent for Lane Support systems.

Women consistently score lower than men in awareness of the existence of such

devices, as much as 50 per cent for some systems.

The study also shows people are on average 30 per cent more likely to choose eSafety systems when aware of them and would be willing to pay more to have these systems fitted.

Jean Todt, eSafetyAware! President, said: "Far too many motoring consumers are still unaware of the life-saving potential of eSafety systems.

"It is clear the entire automotive sector has a responsibility to raise awareness."

