

# Women Drivers say safety is number one

Women place safety as their number one priority when buying a car, yet are 30 per cent less likely to know about the existence of eSafety systems than men, according to a new study conducted 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 highlighted 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 sys-

tems. 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 that 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 Todd, eSafetyAware! President, said: "Far too many motoring consumers are still unaware of the life-saving potential of eSafety systems. For those of us who know about these technologies, and their potential to save lives, the choice is very straightforward. It is clear that the entire automotive sector has a responsibility to raise awareness of these systems and to ensure they are introduced to as many vehicles as possible."

