

**News**

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 Star drivers back eSafety

Some of the world's best drivers gathered on the 8th of September to take part in the eSafety Challenge, an annual event that promotes and highlights the life-saving potential of eSafety technologies.

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 opened by a number of distinguished guests, including Jean Todt, President of eSafetyAware, Paul Clark MP, UK Minister for Transport, Michael Schumacher, seven-time Formula One World Champion, and Michelle Yeoh Make Roads Safe global ambassador.

Each of the demonstrated systems has the potential to save lives by addressing the root cause of some of the most common accidents, and could lead to major reductions in road deaths and casualties. Estimates for Electronic Stability Control (ESC) alone show that in Europe it could save 4,000 lives and prevent more than 100,000 injuries if fitted to every car.

Prior to the launch of the Challenge eSafetyAware released research on the take up of eSafety technologies, highlighting a critical lack of awareness amongst the general population and showing that despite being involved in seven out of 10 car purchase and placing safety as their number priority when buying a car, women are 30 per cent less likely to know about the existence of eSafety systems than men. Encouragingly eSafetyAware's study showed that if consumers were made aware of the technologies, they were willing to pay to have them fitted, and the overall fittings could potentially double.

German Touring Car driver Susie Stoddart said:

"As a racing driver I've always known that I probably knew more than the average driver about cars, but I've really been surprised to learn how poor every day driver's awareness of eSafety is and unfortunately lady drivers are no exception. It is especially shocking when you consider how concerned we are about safety. We must act to ensure that these technologies become common knowledge for women and men alike so that they can make informed and safe choices when they buy their car.

During the course of the event, each of the star drivers took it in turn to demonstrate an eSafety technology, showcasing ESC, which stabilises the car in a skid; lane support systems, which adjusts steering if the car drifts out of its lane; speed alert, which warns the driver if he or she is speeding; blind spot monitoring, which warns the driver if a vehicle is in his blind spot; and finally, warning and emergency braking systems, which act to slow the car automatically in the case of an impending impact.



From left to right: Timo Glock, Robert Kubica, Jean Todt, Giancarlo Fisichella, Michael Schumacher, Michelle Yeoh, Susie Stoddart, Heikki Kovalainen, Tom Kristensen