

Press Release
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Fisichella backs eSafety launch

Giancarlo Fisichella, Ferrari's newest driver, will join Michael Schumacher, Heikki Kovalainen, Robert Kubica and Timo Glock tomorrow to help promote the eSafety Challenge at the Vallelunga circuit near Rome.

Giancarlo Fisichella, Ferrari F1 driver said:

"I am very happy to support this important road safety initiative as one of my first official duties for Ferrari. As a professional racing driver I know how important safety technology is, whether on the track or on the road. I am pleased to help promote the eSafety message and to join the other drivers from my sport in raising the profile of this cause."

Note to editors

The eSafety Challenge is an event co-funded by the European Commission, the FIA Foundation and eSafetyAware! (comprising a wide range of automotive stakeholders) and supported by EuroNCAP. The Challenge focuses on innovative vehicle safety technologies and the potential lives to be saved on the roads through increased deployment of these technologies. An important obstacle for deployment is the lack of awareness among both policymakers and end users, which is affecting policy support, user expectations and readiness for change. The key eSafety applications promoted by the eSafety Challenge are:

- Electronic Stability Control
- Blind Spot Monitoring
- Lane Support Systems
- Speed Alert
- Warning and Emergency Braking Systems

For more information please visit: www.esafetychallenge.eu.