

Media invitation

20.08.2009



2009 eSafety Challenge to launch in Rome

eSafetyAware! will launch the 2009 eSafety Challenge in Rome on 8 September.

The eSafety Challenge brings together the motoring world's leading personalities to discuss and demonstrate the latest developments in automotive safety technology. Participants range from senior politicians through to motor sport stars, united to improve road safety by getting the latest safety technologies into the vehicle market as soon as possible.

The event will take place at the Vallelunga circuit near Rome, with demonstrations of a range of new technologies such as Electronic Stability Control, Warning and Emergency Braking Systems, and Lane Support Systems, by F1 stars such as Heikki Kovalainen, Robert Kubica, and Timo Glock.

Speakers and demonstrators will be available for interviews.

Speakers include:

Jean Todt, eSafetyAware! President

Antonio Tajani, European Commission Vice President

Paul Clark, UK Minister for Transport

Michael Schumacher, Seven-time Formula One World Champion

eSafety demonstrations by:

Luca Badoer, Ferrari Formula One team

Timo Glock, Toyota Formula One team

Heikki Kovalainen, McLaren Mercedes Formula One team

Robert Kubica, BMW Sauber Formula One team

Tom Kristensen, Audi, Eight-time 24 Hour Le Mans winner

Susie Stoddart, AMG Mercedes DTM team

When: Tuesday, 8 September 11.30 – 16.00

Where: Autodromo Vallelunga, Via Mola Maggiorana, 4/6 – 00063, Campagnano di Roma
(Shuttles will be available between the circuit and Rome Fiumicino airport)

For more information please contact the eSafety Challenge secretariat:

eSafetyAware

Square de Meeus 37

B-1000 Brussels

Tel: +32 2 791 7551

info@eSafetyAware.eu