



Jean Todt elected as President of eSafetyAware and visits China to promote intelligent road safety systems

Jean Todt, the former CEO of Ferrari, has been elected as the new President of eSafetyAware, the Brussels based non-profit international organisation which promotes intelligent vehicle safety technologies. As President Jean Todt will lead the campaign to promote consumer awareness of eSafety technologies like Electronic Stability Control (ESC),

eSafetyAware President Jean Todt said:

“The use of intelligent vehicle technologies will make cars safer than ever before. There is no reason why consumers shouldn’t benefit from these life saving eSafety systems. I am very pleased to join this work as I believe that there are many opportunities to be exploited when it comes to promotion of vehicle safety equipment which ultimately benefits the car users.”

In Europe alone almost 40,000 persons are killed in traffic every year and more than 1 million injured. New cars today are much safer than they were 10-15 years ago thanks to improved crash test standards, crumple zones, seatbelts, and air bags which help protect occupants in a crash. Now a new generation of safety systems like ESC can prevent accidents from happening in the first place. If all cars in the EU used ESC it is estimated that at least 4,000 lives a year could be saved and avoid more than 100,000 injuries. Currently just over half on new cars in the EU are equipped with ESC. That is why it is so important that consumers understand the benefits of a simple low cost system like ESC.

In emerging vehicle markets like China use of ESC is much lower and an even greater challenge is to increase awareness of the safety potential of eSafety technologies. eSafetyAware is, therefore, pleased to announce that Jean Todt’s first task in this new position will be to speak at the launch of a Chinese ESC campaign in Beijing 16 April 2009. The event will be part of the Chinese effort to promote eSafety deployment and participants will get the chance to experience ESC by driving with Rally Champion Jin Gang in an ESC equipped car.

Later this year Jean Todt will host the first annual eSafety Challenge (www.eSafetyChallenge.eu) which will be held on 8 & 9 September in Vallelunga, near Rome, Italy. The Challenge, organised jointly with the Automobile Club of Italy, will feature demonstrations by Felipe Massa and other Formula One drivers of new vehicle safety technologies, including ESC, Blind Spots Monitoring, Lane Support Systems, Speed Alert, and Warning and Emergency Braking Systems.

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Notes to editors:

What is eSafety?

Road safety depends on safer drivers, safer roads and safer vehicles. eSafety refers to vehicle technologies that can assist the driver in case of an emergency situation and by providing vital information and warnings to help avoid the situation occurring in the first place.

The systems have an impact on the car occupants' safety by helping the driver make the right decisions and remain in control of the car by informing, advising and alerting the driver about dangerous situations. Electronic Stability Control (ESC) and Warning and Emergency Braking Systems evaluate the driving situation and take action to avoid or minimise the effects of a crash. Other systems, such as Blind Spot Monitoring, Speed Alert and Lane Support Systems sense when the driver is in a potentially dangerous situation and provide an instant warning.

eSafety systems have been on the market for several years and are increasingly expected to provide a major contribution to the reduction of casualties on our roads. ESC alone can save at least 4,000 lives in Europe alone and prevent more than 100,000 injuries. eSafety equipment in new vehicles varies across car models, car brands and even from country to country. This is why it is important for consumers to be informed about these life saving technologies and to ask for eSafety when buying a new car.

Promising eSafety applications on the market

Electronic Stability Control (ESC)

Helps to avoid a crash by significantly reducing the risk of your car going into a skid during a sudden emergency manoeuvre like avoiding an obstacle in front of you. ESC identifies this risk early and stabilises the car by braking individual wheels.

Blind Spots Monitoring

Helps you avoid a crash with a vehicle in the lane next to you by continuously screening the blind spots to the side of your vehicle.

Lane Support Systems

Can assist and warn you when you unintentionally leave the road lane or when you change lane without indication. Sometimes a moment of inattention is enough to make your vehicle stray from its lane. The systems monitor the position of the vehicle in the road lane and while Lane Departure Warning warns you if the car unintentionally wanders from the path, Lane Keeping Support helps you correct the course of your car.

Speed Alert

Helps you keep the correct speed and avoid speed related traffic crashes and speeding. Speed Alert informs you about the speed limits and tells you when you are about to exceed them.

Warning and Emergency Braking Systems

Detect at an early stage the danger of a crash with the vehicle in front of you. In the case of a potential collision, they warn you about the danger and when there is no reaction to the warning, the technologies activate the brakes together with systems such as seatbelt pretension to avoid or mitigate a crash.

What is eSafetyAware?

eSafetyAware is a non-profit organisation established in Brussels, Belgium with the purpose to accelerate the market introduction of vehicle safety technologies by organising information campaigns and dedicated events aimed at creating awareness of eSafety benefits among policy-makers and end-users. The first campaign ChooseESC! (www.chooseESC.eu) has been running for two years and has been present at conferences and organising events throughout the world. The campaign's main purpose is to raise user awareness for ESC and to support the deployment of this system. The next major campaign launched by eSafetyAware is the 2009 eSafety Challenge (www.eSafetyChallenge.eu).

The activities of eSafetyAware are financially supported by the European Commission and FIA Foundation.

eSafetyAware has 37 members from 15 countries:

Allgemeiner Deutscher Automobil-Club (ADAC)
Automobile Club d'Italia (ACI)
Bridgestone
Continental Automotive Systems
CLEPA - European Association of Automotive Suppliers
DEKRA
Dutch Ministry of Transport
European Automobile Manufacturers Association (ACEA)
European Driving Schools Association (EFA)
Euro NCAP
ERTICO – ITS Europe
eSafety Support
Fédération Internationale de l'Automobile (FIA)
FIA Foundation
Finnish Ministry of Transport and Communications
FITSA
German Road Safety Council (DVR)
Hyundai Motor Europe Technical Center
Institute of Communication and Computer Systems (ICCS)

ITS SPAIN
Luxembourg Ministry of Transport
Ministry of Transport, Slovak Republic
Norwegian National Centre on Emergency Health-Care Com.
ÖAMTC
Observatoire du Véhicule d'Entreprise (OVE)
Reial Automobile Club de Catalunya (RACC)
RoadSafe
Robert Bosch
Rockingham Circuit
Short range Automotive Radar frequency Allocation group
Swedish National Road Administration (SRA)
Thatcham
Toyota Motor Europe
Transport Canada
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