

Press Release  
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### **Women Drivers Want Safer Cars**

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 systems. 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 Todt, 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.”

#### **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.”

**Michelle Yeoh, Global Ambassador Make Roads Safe, said:**

"Most women consider safety to be their number one priority when buying a car whether it be for themselves or their family. Thousands of lives could be saved if women were better informed and understood the benefits of eSafety technologies when buying a car. Style, price and safety needn't be compromised for the other. Nowadays the necessary safety systems are available also in small and trendy cars."

eSafetyAware! has released the data as part of the build-up to the launch of the first-ever eSafety Challenge taking place next week on 8-9 September in Vallelunga near Rome. The Challenge will see demonstrations of five different life saving eSafety technologies by some of the world's best drivers: Formula One's Heikki Kovalainen, Luca Badoer, Robert Kubica, and Timo Glock, alongside eight-time 24 Hour Le Mans winner Tom Kristensen and Susie Stoddart from the German Touring Cars series.

Notes to Editors

Participation in the eSafety Challenge is free. If you would like to attend please register online [here](#) using the word 'press' as your registration code.

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.

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
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