



Bringing life-saving vehicle technology to market

Road safety has gradually increased in the EU as safety systems such as airbags, seatbelts and ABS breaks have become more and more advanced and effective, greatly improving car occupants' chances of survival in the event of a crash.

However, despite important improvements, each year more than 40,000 people die and 1.7 million are injured on Europe's roads. Therefore, in 2001, the European Union set a target of halving the number of road deaths by 2010. To achieve this ambitious goal, ensuring optimal protection in the event of a crash is not enough. More has to be done to prevent the accident from occurring in the first place. This is where intelligent vehicle safety systems, so called eSafety systems, can make a huge contribution.

eSafetyAware! seeks to accelerate the market introduction of such life-saving technologies by organising information campaigns and dedicated events aimed at creating awareness of eSafety benefits among policy-makers and end-users. The communication platform is open to all with an interest in eSafety, and includes members from industry, public authorities, motoring organisations and other road users. The European Commission is a strong supporter of the initiative.

Members

User organisations

- Allgemeiner Deutscher Automobil-Club (ADAC)
- Der Österreichische Automobil-, Motorrad- und Touring Club (ÖAMTC)
- Fédération Internationale de l'Automobile (FIA) European Bureau
- Fédération Internationale de l'Automobile (FIA) Foundation
- Italian Automobile Club (ACI)

Public authorities

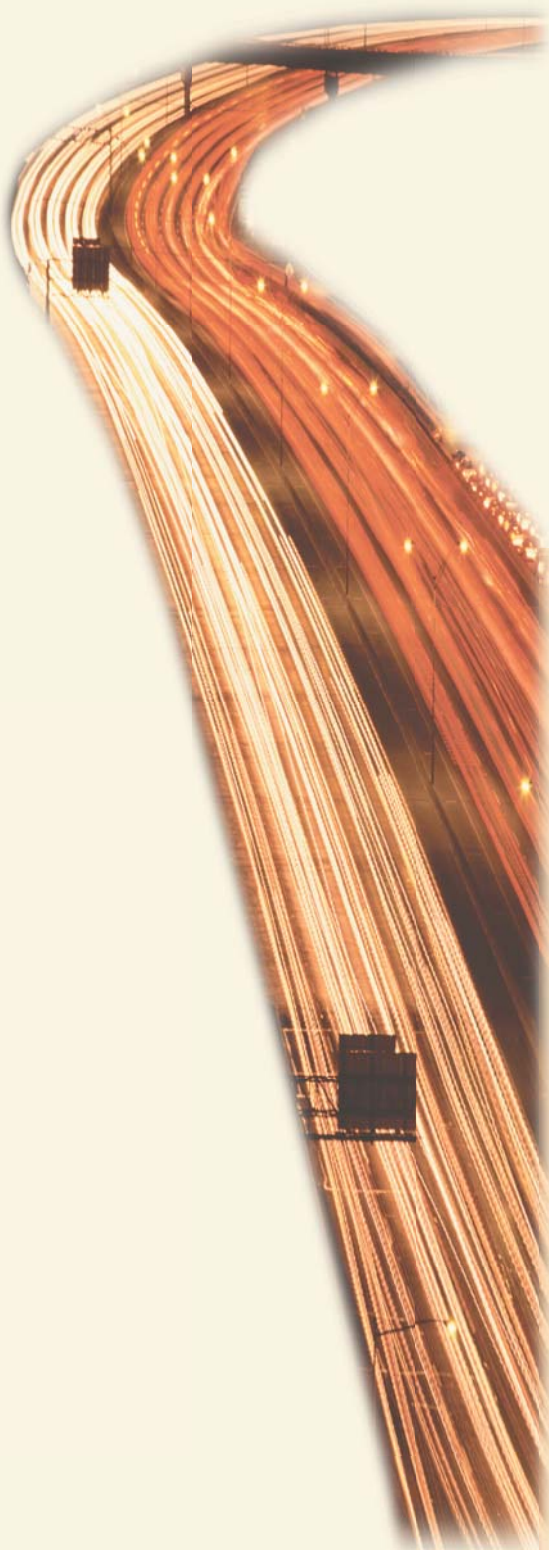
- Finnish Ministry of Transport and Communications
- German Road Safety Council
- Norwegian National Centre on Emergency Health-Care Communication
- Swedish National Road Administration
- UK Department for Transport

Industry

- ADAS Management Consulting
- Bridgestone
- Continental Automotive Systems
- European Association of Automotive Suppliers (CLEPA)
- FICOSA
- Knibb, Gormezano & Partners
- Robert Bosch
- TRW Automotive
- Valeo
- Ygomi

Others

- DEKRA
- ERTICO –Intelligent Transport Systems and Services Europe
- Fundación Instituto Tecnológico para la Seguridad del Automóvil (FITSA)
- ITS SPAIN
- Institute of Communication and Computer Systems (ICCS)
- Short range Automotive Radio frequency Allocation group (SARA)



ESC – the greatest road safety innovation since the safety belt

eSafetyAware! will kick off with the launch of a pan-European information campaign on Electronic Stability Control (ESC). The technology, also known under a series of other names such as Electronic Stability Programme, Vehicle Dynamic Control, Vehicle Stability Assist, etc, has proved highly effective in preventing skidding.

With studies showing that a quarter of all accidents involving severe injury are caused by skidding, ESC has been hailed by automakers, suppliers and road safety advocates as the most promising eSafety technology on the market. ESC senses when the driver loses control and automatically applies braking pressure to individual wheels to help stabilise the vehicle and avoid skidding. The anti-rollover technology could reduce the risk of accidents by as much as 20% and has been dubbed the greatest road safety innovation since the safety belt.

The core activity of the ESC information campaign will be the organisation of a large-scale event, aimed at raising awareness of the benefits of eSafety technologies in general and ESC in particular.



Where does the driver want to steer?



Where is the vehicle steering to?



ESC "steers" the vehicle by intervening in the braking. The car is kept safely on track.

The Electronic Stability Control event

ESC hands-on driving experience

On a dedicated test track, participants will get the chance to test the difference between driving an ESC-equipped car and one that is not fitted with the life-saving technology.

High-level seminar on ESC deployment

The seminar will give an overview of the state of ESC deployment in Europe and the estimated benefits of the technology, discuss the experiences of other regions such as the United States, and review public policy options to advance the rollout of ESC.

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