



Press Release

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## eSafety Challenge rewards excellence

During the course of the eSafety Challenge 2010, which took place in Millbrook today, three prizes were presented for excellence in the fields of Marketing & Sales, Driver Training, and Safe Fleet Management to Mercedes Benz, the ADAC, and Arval respectively.

**Mercedes Benz took the prize for Marketing & Sales.** As a company Mercedes have demonstrated a clear commitment to the development of safer cars. As early as 1969 Mercedes established their own Accident Research Department. In recent years they have been credited with an astute advertising campaigns invigorating the eSafety message, and bringing the critical information to the consumer.

Dr Joerg Breuer, Senior Manager Active Safety Mercedes-Benz Passenger Cars said: "Mercedes-Benz invests heavily in research and development, and in fitting life-saving safety equipment to all of its cars, but of course we also need to tell our customers what we're doing! Communicating the innovations we constantly bring to the market is an important part of what we do as a company. Therefore to have this prestigious independent recognition of our combined marketing and engineering efforts really means a lot."

**ADAC took the prize for driver training.** ADAC have been long term supporters of eSafety and ESC has been a standard component of ADAC Driver Safety Training since 1998, with customised courses conducted in 54 state of the art safety training facilities throughout Germany.

Thomas Burkhardt, ADAC Vice President Technical Services said: "Back in 2005 ADAC first called upon vehicle manufacturers to fit all new vehicles with standard Electronic Stability Control (ESC). With standard ESC, automobile manufacturers will make a valuable contribution to reducing accident rates. We are therefore very pleased that the EU Commission has adopted a Regulation making ESC mandatory."

**Arval took the prize for Safe Fleet Management.** Arval is a leading fleet and fuel management company, managing 681,500 vehicles in 39 countries around the world. They have a clear policy on vehicle choice, with driver training and education, comprehensive information and regular vehicle checks. Their fleet policy makes reversing sensors, ABS and ESC compulsory.

Tracey Scarr, fleet and road safety manager at Arval, comments: "We are delighted to be the first fleet management company to win an eSafety prize, which is recognition of the work we have done to introduce life-saving technology to both our customers and our own fleet. Developments in vehicle safety technology have significantly helped to reduce deaths on our roads and we support eSafetyAware in its campaign to increase deployment of these technologies."

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## Notes to editors

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 improve car occupants' safety, 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 (39 organisations representing a wide range of automotive stakeholders). The Challenge focuses on innovative vehicle safety technologies and the potential lives to be saved on the roads through increased deployment of these technologies.

For further information please consult our internet site: [www.eSafetyChallenge.eu](http://www.eSafetyChallenge.eu)

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