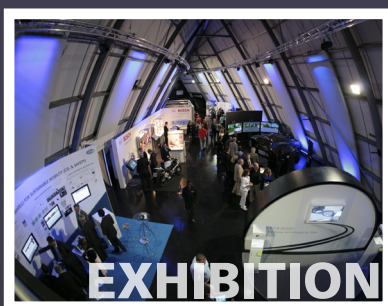




# Safety Challenge 2011

Promoting advanced  
vehicle safety technologies

[www.eSafetyChallenge.eu](http://www.eSafetyChallenge.eu)



Vienna, Austria / 30 & 31 May 2011

Supported by:



FIA Foundation  
for the Automobile and Society

## Programme, Monday 30 May 2011

16.00, 18.00 & 18.45 **Transfers from Vienna Airport to Hotel Schloss Weikersdorf and Grand Hotel Sauerhof**

19.20, 19.40 & 20.00 **Transfers from Grand Hotel Sauerhof to Dinner in Hotel Schloss Weikersdorf**

19.30-22.30  
**Conference Dinner**  
Hotel Schloss Weikersdorf  
2500 Baden, Schlossgasse 9-11  
**eSafety Excellence Prizes**  
Michelle Yeoh, Global Ambassador for Road Safety  
Ivan Hodac, Secretary General, ACEA

22.30-23.30 **Adaptive Headlights – Driving Experience for Delegates**

22.30, 23.00 & 23.30 **Transfer from Dinner in Hotel Schloss Weikersdorf to Grand Hotel Sauerhof**

## Programme, Tuesday 31 May 2011

09.00  
**Transfers from Hotel Schloss Weikersdorf and Grand Hotel Sauerhof to ÖAMTC Safe Driving Centre Teesdorf**  
Triester Bundesstraße 120, 2524 Teesdorf

09.30-10.30 **Registration and Exhibition Opening**

10.30-11.30  
**Opening Speeches**  
MC: Jacob Bangsgaard, eSafetyAware Secretary General and FIA Region I Director General  
Welcome by Werner Kraus, ÖAMTC President and FIA Region I President  
Jean Todt, eSafetyAware President and President of FIA  
Juhani Jaaskelainen, Head of Unit, ICT for Transport, European Commission  
Herbert Anderl, Director-General for Public Security, Austrian Federal Ministry of the Interior  
Herbert Kasser, Secretary General, Austrian Federal Ministry for Transport, Innovation and Technology  
**eSafety Ambassadors**  
Alexander Wurz, Racing driver, Test & Training International  
Tom Kristensen, Eight-time Le Mans 24 Hour Champion, Audi  
Marco Simoncelli, Honda Moto GP Rider and 250 cc World Champion 2008  
Sebastian Vettel, Formula One World Champion, Red Bull Racing  
**Q&A**

11.30-11.40 **VIP Tour of Exhibition**

11.40-12.10  
**eSafety Demonstrations**  
MC: Phil Brough  
Sebastian Vettel, Formula One World Champion, Red Bull Racing  
Alexander Wurz, Racing Driver, Test & Training International  
Tom Kristensen, Eight-time Le Mans 24 Hour Champion, Audi  
Marco Simoncelli, Honda Moto GP Rider and 250 cc World Champion 2008

12.10-14.00 **Buffet Lunch and eSafety Driving Experience for Participants**

14.00-14.10 **Presentation of eSafety Study**  
Car users' acceptance of eSafety technologies, Jürgen Leu, Research Management Consultant IMK

14.10-14.20 **Eco-Challenge Prize-Giving**

14.20-15.45  
**Panel Debate: UN Decade of Action for Road Safety 2011-2020**  
MC: David Ward, Director General, FIA Foundation  
**The Decade of Action for Road Safety 2011-2020**  
Michelle Yeoh, Global Ambassador for Road Safety  
**Launching the Decade of Action in Europe through FIA Clubs**  
Luca Pascotto, Mobility Director, FIA Region I  
**Road Safety Management**  
John Dawson, Chairman of International and European Road Assessment Programmes  
**Safe Roads**  
Alois Schedl, Executive Director of ASFINAG, Autobahnen- und Schnellstrassen-Finanzierungs-Aktiengesellschaft  
**Safer Vehicles: Effectiveness of Driver Assistance Systems**  
Bettina Sinzig, Head of AXA Accident Research  
**Post-Crash Response: eCall**  
Thomas R. Haub, Communication Officer, ICT for Transport, European Commission  
**Safer Road Users**  
Christoph Mondl, Deputy Secretary General, ÖAMTC  
**Q&A**

15.45 **End of eSafety Challenge 2011**

16.15 **Transfers to Vienna airport**