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### **Europe plays catch up with US on key car safety technology**

The European Union can cut thousands of road deaths and injuries with its new proposal to make anti-skid technology system Electronic Stability Control mandatory, the Europe-wide Choose ESC campaign said today (21).

Europe has fallen further behind the US in ESC installation rates during 2008, but with the EU's proposed regulation on motor vehicle safety it is set to make up lost ground, latest figures from the FIA Foundation led campaign show. The figures were published ahead of the new proposal due to be issued in the next few days.

New industry data obtained by the FIA Foundation, based on sales of the system globally, reveals that Europe is lagging behind the US. In 2008, Europe has a 48% ESC installation rate compared to 53% in the US. Without an EU regulation, this would mean that the US would be at 94% by 2012 leaving Europe at 77%.

Campaign Chairman David Ward of the FIA Foundation said:

"This is very good news in Europe because we have fallen behind the US on use of Electronic Stability Control, which is the most important car safety device since the seatbelt.

"We have been campaigning for Electronic Stability Control to be made mandatory for some time now. Last year the US decided that it would be compulsory in 2012. It's unacceptable that thousands of lives are lost as too many cars are still not fitted with this crucial life saving system. We're very pleased that Europe can now join the US in pushing for the world wide adoption of this critical technology."

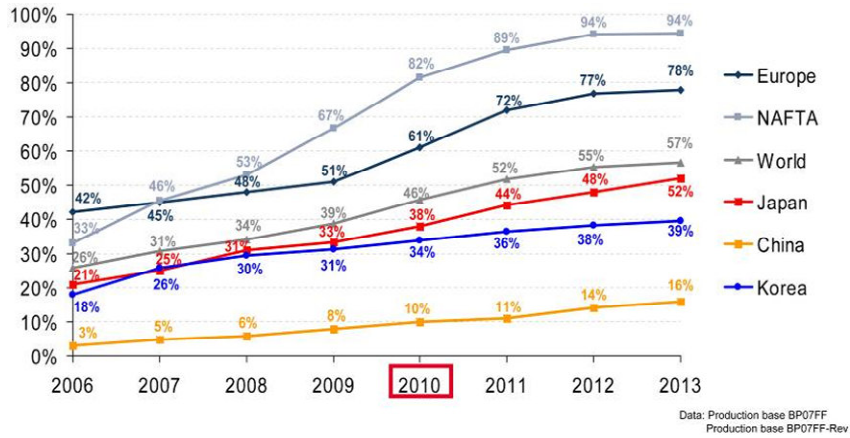
The effectiveness of ESC is now well established by independent research in Europe, Japan, and the US. In the European Union it is estimated that ESC could avoid 4,000 deaths and 100,000 injuries.

The Choose ESC campaign, which is chaired by the FIA Foundation, has been calling for mandatory installation of ESC as part of the 'eSafetyAware!' public private partnership which promotes intelligent vehicle safety systems.

Notes to editors

- for further information on Europe's Choose ESC campaign visit [www.chooseesc.eu](http://www.chooseesc.eu)
- Industry figures obtained by the FIA Foundation showing Europe behind the EU in the absence of an ESC regulation:

### Future development in ESC installation rates



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