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Article:

Choose ESC campaign launched by European Commission

More Information:

The European Commission is launching a campaign to encourage drivers to "Choose ESC" as a step towards all new cars having Electronic Stability Control (or ESC) by 2012.

The Commission claims that ESC could reduce accidents by as much as 20% of the current total. This would have significant impact in achieving the EU target of a 50% reduction in a fatal accidents by 2010. Loss of control has been identified as the major cause of accidents resulting in serious injury or death and ESC can play a role in reducing the risk of these accidents particularly in wet or icy conditions.

The launch of the "Choose ESC" campaign coincides with the publication of a report from the European New Car Assessment Programme (EuroNCAP) of an EU wide ESC availability survey. The take-up of ESC in Europe is still relatively low and the Commission would like to raise awareness of the new technology to encourage more drivers to choose ESC in their next car.

The campaign was launched with an event and demonstration in Rome. Commission Vice-President Günter Verheugen, Commissioner for Enterprise and Industry Policy, said: "The benefits of ESC are undisputed. In line with the CARS 21 programme, we are preparing the obligatory installation of ESC into new passenger cars via international harmonisation. Until it becomes mandatory, the voluntary choice of ESC is more than welcome."

[Choose ESC campaign site](#)

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Related links

- [Campaign flyer](#)
- [Choose ESC campaign website](#)
- [Euro NCAP report on ESC availability](#)