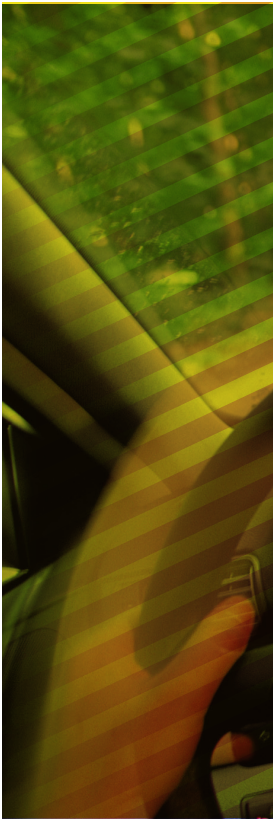


**CHOOSE
ESC!**

ESC:
3 letters to save your life
www.chooseESC.eu




**Safety
Aware!**



Choose ESC

- Three Letters That Can Save Your Life...



Electronic Stability Control - in short ESC - is a vehicle safety technology that can help you to avoid crashes by reducing the danger of skidding.

Every day when driving you encounter a multitude of possible skidding situations:

a child suddenly runs into the road,
the door of a parked car suddenly opens,
or a car suddenly changes lanes,

It is when you are taken by surprise, facing the unexpected, that the danger is greatest. Suddenly you need to take avoiding action you lose control of your car and your car goes into a skid.

That's when ESC can come to the rescue!

ESC becomes active when a driver loses control of the vehicle. ESC identifies the risk of a skid at an early stage and uses the vehicle's brakes to steer the vehicle safely back on track.

Why do I need ESC?

At least 40 % of fatal road accidents are the result of skidding. Studies show that ESC could reduce skidding accidents by up to 80 %.

How does ESC work?

How does ESC work? ESC works by using a number of intelligent sensors that detect loss of control. 25 times per second ESC checks the driver's steering intention against the actual vehicle direction. When these are not in sync, and the car is starting to slide out of control, ESC intervenes by braking the relevant wheel. ESC works together with computerised anti-lock braking systems to correct oversteer (when the back of the car slides out) or understeer (when car loses grip from the front). In this way ESC helps bring the car back under control, heading the direction the driver intended.

Is ESC different from Antilock Braking System (ABS) and Traction Control System (TCS)?

ESC incorporates all the components of ABS and TCS, with the additional benefits of Stability Control. By preventing the wheels from locking-up, ABS keeps the vehicle steerable when you need to brake strongly. TCS prevents the wheels from slipping when you are accelerating and ensures optimal traction. While ABS and TCS work in the driving – longitudinal – direction, ESC helps you to cope with sideways – lateral – movements which lead to skidding.

Are there different names for ESC?

Yes. ESC is available under different names: it can be called ESP (Electronic Stability Programme), DSC (Dynamic Stability Control), VSA (Vehicle Stability Assist), VSC (Vehicle Stability Control).

Do I need to activate ESC when starting the engine?

No. ESC is always on and active once you start the engine. Some manufacturers equip their vehicles with an ESC switch. When pressing this switch in most case you will deactivate TCS. You will notice this by a lamp appearing in your dashboard. The deactivation of TCS is sometimes useful when you find yourself in a driving situation and you need the wheels to slip e.g. snow.

Can I have ESC retrofitted in my car?

No, you cannot retrofit ESC. Therefore make sure you make the right decision from the start – when buying your next car “Choose ESC!”

Do I have to change my driving behaviour when I drive a car with ESC?

No, ESC supports the driving in critical skidding situations. It does not require any change in driving styles. You should always drive attentively and carefully.

What should I do about ESC?

In Europe ESC is available as standard equipment in premium cars. In medium and small cars it is mainly available as an option. Next time you are buying a car think about ESC. Ask your dealer for a model that is ESC equipped. You never know when a crash might happen so don't take chances with the lives of you or your family. **Choose ESC!**

Where can I get more information?

Visit our website www.chooseESC.eu

Choose ESC! is a public information campaign supported by the European Commission, eSafety Aware and the European New Car Assessment Programme