

Tyres-Online

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ESC Campaign Launched

A major pan European campaign to promote the life-saving technology Electronic Stability Control (ESC) has been launched in Italy. The 'ChooseESC!' campaign will reveal estimates that if all cars in the EU had the system over 4,000 lives and 100,000 injuries could be avoided. ESC recognises when a skid is starting to happen. In a fraction of a second an electronic control unit applies the brakes at individual wheels, helping to keep the car control before the skid. Whether the skid is the result of an emergency avoidance manoeuvre or a simple error of judgement, ESC can help a driver maintain control of a vehicle.



The campaign warns that slow penetration of the technology into new cars will make it harder for the European Union to reach its target to cut road deaths by 50% by 2010. In the United States ESC will become mandatory for all new cars in 2011, but so far there is no equivalent initiative by the European Union. Under the patronage of European Commissioner Viviane Reding and FIA President Max Mosley the 'ChooseESC!' campaign was launched at the Bridgestone European Testing ground in Aprilia, near Rome.

Commenting on the launch FIA President Max Mosley, said: "There is no doubt that ESC could contribute significantly to the European Union's goal to halve the number of road traffic fatalities by 2010. But to achieve this, much more needs to be done to inform the consumer about why they must choose ESC when buying a new car. It is frustrating to see that the use of ESC in new cars in Europe is actually falling behind the USA. We should be leading the world in the introduction of a technology that was invented in Europe. Although ESC is often standard equipment in luxury and large cars, in smaller family cars it is not. Across Europe only 42% of new cars are equipped with ESC. We want governments in the EU to give incentives, such as tax breaks to encourage people to buy cars with ESC on board. Thousands of lives could be saved and huge crash costs avoided so it makes sense to give the public a reason to choose ESC on their next car".