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#### CANADIAN AUTOMOBILE ASSOCIATION (CAA)



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[ESC: 3 Letters to Save your Life!](#)

#### **CAA hosts live demonstration event featuring Major-General (ret'd) Lewis MacKenzie**

TORONTO, ONTARIO--(Marketwire - Oct. 29, 2008) - Tomorrow, the Canadian Automobile Association (CAA) will host a live event to demonstrate the merits of electronic stability control (ESC), a vehicle safety technology that may soon become standard equipment on all new vehicles. Professional driver, Major-general (ret'd) Lewis MacKenzie, will be on hand and will be speaking at 9:45am.

ESC - an anti-skidding technology - monitors the direction a vehicle is traveling and in the event of wheel spin or skidding, can activate the vehicle's brakes to stop the skid and maintain road traction.

"With 48 per cent of serious road crashes in Canada resulting from loss of control, ESC is the

most profound improvement to motor vehicle safety since the seatbelt," says Tim Shearman, president of CAA. "CAA strongly endorses ESC and encourages its members and all Canadians to consider purchasing an ESC-equipped vehicle when looking for a new car. We're hoping that our ESC demonstration tomorrow will boost awareness and save lives in the long run."

According to Transport Canada projections, ESC would prevent approximately 30 per cent of the injuries and fatalities that result from collisions involving loss of control on Canadian roads. As a result, Transport Canada is currently looking at regulations to make ESC standard equipment on all light vehicles by 2011.

"Transport Canada encourages Canadians to make ESC a 'must have' on their checklist of features when shopping for a vehicle. We see ESC as an indispensable contributor towards our national road safety plan: Road Safety Vision 2010, the goal of which is to ensure Canada's roads are among the safest in the world," says Kash Ram, Director General, Road Safety and Motor Vehicle Regulation Directorate, Transport Canada.

The CAA demonstration event - to be held tomorrow at 9:30am at the Atlantis Pavilion at Ontario Place (Toronto) - is designed to provide the media and numerous stakeholders with an opportunity to ride along and experience ESC first-hand.

As part of the demonstration, CAA will have a professional driver conduct test rides in ESC-equipped vehicles provided by Toyota and GM. In addition to the demonstration, CAA will also be presenting a short ESC video, and automotive enthusiast, Major-general (ret'd) Lewis MacKenzie, will be speaking about ESC.

"I was delighted to have an opportunity to work with CAA on this event," says MacKenzie. "We can make Canadian roads safer with ESC, so I feel it's my duty to promote this life-saving technology."

For more information about ESC or CAA's demonstration event, please go to:

<http://www.caa.ca/esc>.

About the Canadian Automobile Association (CAA)

CAA is a federation of 9 automobile clubs serving 5.3 million members through 148 offices across Canada. CAA provides a wide range of member services and works to improve travelling and motoring conditions at home and around the world, including national advocacy efforts on both traffic safety and public policy issues that affect Canadian motorists.

[www.caa.ca](http://www.caa.ca)

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