



World Rally Champion Loeb Backs FIA Safety Campaign

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Four-time World Rally Champion Sébastien Loeb backed the FIA's campaign to speed up the use of e-safety technology on our roads at an event in Athens today, in the run-up to the Acropolis Rally.

Loeb emphasised the effectiveness of Electronic Stability Control (ESC) with a demonstration run at Rally Headquarters at Tatoi Airport. He performed two demonstrations on the runway, one with ESC off and the other with it on, which showed how this life-saving technology can correct a skid caused by a rapid lane change.



The promotional event forms part of the ChooseESC! campaign, organised by the FIA and FIA Foundation.

Sébastien Loeb said:

"ESC is one of the most important safety devices since the seat belt. Controlled slides are part of rallying, but when I am driving on public roads with my family, I want to avoid skidding at all costs. That's why I choose ESC."

Max Mosley, FIA President, said:

"The support of the reigning World Rally Champion highlights the global importance of this life-saving technology. By helping to avoid crashes before they happen, ESC can play a major role in reducing the number of deaths and injuries on our roads."

David Ward, Director General of the FIA Foundation, said:

"We are delighted that FIA World Rally Champion Sébastien Loeb is backing the ChooseESC! campaign. His support will spread the ChooseESC! message, not just in Greece but also worldwide."

Nikos Poriotis, Vice President of the Automobile Association of Greece (ELPA), said:

"It is unacceptable that so many people get killed on the roads when we have a proven technology available on the market that can save many of these lives each year. We need to inform consumers that they should always choose a car which is ESC equipped."

Loeb will take part in a series of events over the coming year to emphasise the importance of e-safety and promote the use of life-saving technologies such as ESC. Next, he will speak during the ChooseESC! Symposium, held in Brussels on 1 July, which will examine ways to advance the rollout of ESC worldwide.

Last week, the European Commission confirmed new proposals for the mandatory introduction of ESC on all new cars sold in the EU from 2012, accomplishing one of the central aims of the Choose ESC! campaign. The new policy could prevent 4,000 deaths and 100,000 injuries a year on Europe's roads, where less than half of the cars currently sold are fitted with this crucial crash-avoidance technology.

ESC is an "intelligent" crash avoidance technology which controls the braking system of a motor vehicle to avoid oversteer or understeer and to retain the driver's control. At least 40 per cent of fatal road accidents are the result of skidding and studies show that ESC could reduce these accidents by up to 80 per cent.



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