

NEWS

- ▶ Front Page
- ▶ Older Headlines
- ▶ Past Features
- ▶ Items of Note
- ▶ Industry Calendar
- ▶ Search News

USER LINKS

- ▶ Log In
- ▶ Log Off
- ▶ Register
- ▶ Subscribe
- ▶ Renew Subscription
- ▶ My Account

HELP & INFO

- ▶ About Us
- ▶ Privacy Policy
- ▶ Contact Info

 [Help & Frequently Asked Questions](#)



Take CollisionWeek with you when you travel!

Small - Fast - MOBILE
More Information

CollisionWeek

Your Global Source for Collision Repair Industry News, Statistics, and Trend Analysis

Europe - Tuesday, 8 May 2007

Commission says Electronic Stability Control to Reduce Accidents 20%

According to the European Commission, more than 40,000 people die and over one million are injured in road crashes in the EU each year. With loss of control identified as the main cause of traffic accidents involving serious injury or death, Electronic Stability Control (**ESC**) is becoming the most promising eSafety technology on the market.

Europe has set a goal of halving road fatalities by 2010, and on May 8, a Europe-wide '**Choose ESC!**' campaign will be launched at the Bridgestone European Testing ground near 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 program, we are preparing the obligatory installation of **ESC** into new passenger cars via international harmonization. Until it becomes mandatory, the voluntary choice of **ESC** is more than welcome."

The Commission says that the technology could reduce the risk of accidents by as much as 20 percent, especially in wet or icy conditions. However, there is a relatively low take-up rate of this technology across Europe and consumer awareness of its safety benefits should be improved.

The '**Choose ESC!**' event is organized in cooperation with EuroNCAP and the European Commission.

The introduction of **ESC** is part of the package of measures proposed by the Commission in its recent Communication on the CARS 21 High Level Group to improve safety on European roads. The U.S. National Highway Traffic Safety Administration (NHTSA) recently proposed an international standard for **ESC** systems at the United Nations World Forum for Harmonisation Vehicle Regulations.



[Back to CollisionWeek front page.](#)

Send a Comment to the Editor on this story. [Click Here](#)

Web Site Problem? Questions? [Click Here](#)

[CollisionWeek Terms of Use](#)

© Copyright 1999-2007 CollisionWeek