PRESS RELEASE

*e*Safety Support – Working to save lives

14 February 2006

New project will teach car users the benefits of *e*Safety systems

The *e*Safety Support project, funded by the European Commission, kicked off in January 2006. The project will assist the *e*Safety initiative, which aims at halving the number of road fatalities in the EU by 2010.

The main task of *e*Safety Support is to assist in the development, deployment and use of *e*Safety systems. These systems can save lives and reduce injuries by decreasing the driver's workload and providing him or her with the necessary support in hazardous situations. Examples include Electronic Stability Control systems that will keep the car from skidding, Attention Control systems that will ensure the driver does not fall asleep behind the wheel and Automatic Distance Control systems that will help avoid rear end collisions.

The *e*Safety initiative brings together the European Commission, industry, public authorities and other stakeholders with an interest in increasing road safety and reducing the number of accidents and fatalities on Europe's roads.

The tasks of the *e*Safety Support project include:

- Providing logistical support to the *e*Safety initiative as well as stimulating and monitoring the activities, progress and results of its Forum and working groups
- Disseminating the results of the *e*Safety Forum to all stakeholders
- Informing the general public about the benefits and use of eSafety systems.
- Gathering information on national and international *e*Safety activities - serving as a reference point for all *e*Safety information

A website, www.eSafetySupport.org, has been designed for the launch of *e*Safety Support, incorporating all information on *e*Safety activities and *e*Safety systems.

For more information, please contact Daniela Haiduc, Telephone: +32 2 400 07 40, Email: info@esafetysupport.org

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Note to the Editor

About *e*Safety Support
*e*Safety is a joint industry-public sector initiative driven by the European Commission with the aim to promote the development, deployment, and use of *e*Safety Systems that use advanced Information and Communications Technologies (ICT) to enhance road safety throughout Europe. Sustainable, technically, and economically viable solutions can only be created together with all stakeholders on the European level.

Financed by the European Commission, *e*Safety Support devises and maintains a system for monitoring the progress on each of the 28 eSafety priority recommendations through close cooperation with the *e*Safety Forum Working Groups, R&D projects and other contributing activities. *e*Safety Support is responsible for building a knowledge base and providing a synthetic overview and executive "state-of-work" in key thematic areas covered by the *e*Safety initiative.

About the website

The website allows for easy navigation within seven main menus:

eSafety activities
eCall Toolbox
Learn about *e*Safety Systems
News
*e*Safety Events
Media Centre
Links

Discover the new website for yourself, visit www.eSafetySupport.org

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