



C L E P A
European Association of
Automotive Suppliers



Region I

PRESS RELEASE

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Walking and innovating for Road Safety

This year's European Road Safety Day is on 6 May, the first day of the UN Global Road Safety Week. To mark the occasion, the CLEPA, eSafetyAware, and the FIA invite the road safety community and the general public to join a walk led by EC Vice President Kallas for pedestrian safety (beginning at Schuman Roundabout at 16:00) and to experience demonstrations of advanced life-saving vehicle technologies at Autoworld (14:00-20:00).

Road fatalities have become the main cause of death among young people aged 15 to 29 years with nine out of ten victims living in developing countries. In 2010 road accidents resulted in the deaths of 1.3 million people worldwide and injuries to nearly fifty million more. In 2011, in Europe the number of accidents was 1.1 million in total.

These figures must be and can be reduced.

The automotive suppliers invest €18 billion per year in RDI and produce by far most of the equipment that saves lives. These include, among others, systems for electronic stability control, collision warning, autonomous emergency breaking, lane keep assist systems, automated driving sensors and adaptive headlights to name just a few.

Jean-Marc Gales, CLEPA CEO said *"It is difficult to accept road deaths and injuries when effective safety technologies are available at affordable prices. These technologies not only save lives but also contribute to creating growth and jobs"*

Jacob Bangsgaard, Director General of FIA Region I and eSafetyAware, said *"The goal of today's walk is to draw attention to the urgent need to do more to protect vulnerable users on our roads. eSafety technologies can play a key role by helping to avoid accidents from happening in the first place."*

Today's event demonstrates that automotive suppliers not only develop most of the new automotive technologies but are also key players in reducing CO2 emissions while, at the same time, innovating for safety and mobility.

The full list of "Smart solutions for road safety" is available at : www.clepa.eu

Note to Editors

CLEPA is the European Association of Automotive Suppliers.

104 of the world's most prominent suppliers for car parts, systems and modules and 25 National trade associations and European sector associations are members of CLEPA, representing more than 3 thousand companies, employing more than 5 million people and covering all products and services within the automotive supply chain. Based in Brussels, CLEPA is recognized as the natural discussion partner by the European Institutions, United Nations and fellow associations (ACEA, JAMA, MEMA, etc).

Fédération Internationale de l'Automobile (FIA) Region I office

FIA Region I represents 108 Touring and Motoring Clubs in Europe, the Middle East and Africa from its Brussels office, which total more than 36 million members. The FIA represents the interest of these members as motorists, public transport users, pedestrians and tourists.

The FIA's primary goal is to secure a mobility that is safe, affordable, sustainable and efficient. With these aims in mind the work focuses on Road Safety, Consumer Protection, Environmental Protection, and the promotion of Sustainable Motoring.

eSafetyAware!

eSafetyAware! seeks to accelerate the market introduction of life-saving technologies by organising information campaigns and dedicated events aimed at creating awareness of eSafety benefits among policy-makers and end-users