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**eSafety : European innovations that save lives**

*Check Against Delivery  
Seul le texte prononcé fait foi  
Es gilt das gesprochene Wort*

eSafety Workshop "Users benefit drive the market"

**Brussels, 05 November 2008**

***Mrs Gurmai, Ladies and Gentlemen,***

Good afternoon, it is with great honour and pride that I'm here today to reward three eminent persons for their outstanding achievement in deploying eSafety systems in Europe.

### **Achievements of the eSafety Forum so far**

In 2006 as part of the Lisbon Strategy I launched the i2010 Information Society Initiative and the Intelligent Car Initiative became one of its flagships. It was an easy decision as we had the **eSafety Forum** and its good work to build upon.

The eSafety Forum thus gained additional importance and became a pillar of the Intelligent Car initiative.

The Intelligent Car Initiative and in particular the eSafety Forum have been my main instruments in addressing the socio-economic challenges of the road transport sector. Thanks to your hard work, we managed to demonstrate that ICT has a key role to play in preventing accidents and reducing fatalities in road transport, as well as enabling energy efficiency improvements and reduction of CO2 emissions across the entire transport sector. With the hand-out of the eSafety Awards today, we can all witness

how tangible and concrete the progress in deploying eSafety is becoming.

The majority of the original 28 Recommendations on eSafety produced by the eSafety Working Group have been either completed or are well on track. During the high level meeting held on 17<sup>th</sup> September, I received confirmation from the industry leaders of their full commitment and support to the Intelligent Car and to the eSafety Forum. The Commission also remains fully committed to the goals we have set in the area of road safety and sustainability of transport. You know what these goals are: Halving the number of fatalities by 2010 and reducing energy consumption by 20% by 2020.

### **Key Steps for the future of the eSafety Forum**

But the world is very different now than it was five years ago when we set up the eSafety Forum. The financial crisis is striking Europe and the rest of the world, energy costs are unpredictable and supplies insecure. These factors have already had a major impact on the market of motor vehicles. We are facing a major shift in consumer behaviour, much faster than expected, and there is already evidence that people are either keeping their

vehicles longer, or buying the cheapest new models available with fewer features.

Furthermore, we need to do better regarding the target of halving the number of road fatalities. The preliminary data from 2007 shows only a minor reduction in the EU.

All this represents a huge challenge to us, policy makers. It is clear that we need to revise the way we address these challenges, the instruments we use and how we use them. We see more and more intelligent systems equipping road vehicles. We believe that one of the next tasks of the Commission would be to create a balanced, supportive regulatory environment, which enables industry to remain competitive and to continue to innovate and to bring new technologies to the markets with the support and concrete action of the Member States, to add to the full support of the European Parliament and of course Mrs Gurmai.

Ladies and gentlemen, I will now call to this podium the winners of the 2008 eSafety Awards

### **Awards Ceremony**

Ladies and gentlemen, I would now like to announce the winners of the 2008 eSafety Awards.

The eSafety Awards provide an invaluable opportunity to highlight the successes of the most outstanding eSafety

deployments and to reward those people and organisations most worthy of recognition and praise.

There are three categories of Award:

- **The Industry or Technology Award:** given to an industry person or team from a company which has played a key role in accelerating deployment of eSafety systems in Europe
- **The Administration and Policy Award:** given to a person or team from a public administration body which has taken the lead in implementing measures to facilitate eSafety deployment in Europe.
- **The Life Time Achievement Award:** given to a person who has shown outstanding commitment and drive throughout their career with regards to the acceleration of the deployment of eSafety systems in Europe.

### **Industry Award**

We'll start with the industry award that goes to the company..... BOSCH, for its lead in vehicle safety and for its outstanding achievements with its target-oriented marketing and communication strategy to accelerate the deployment of the eSafety technology **ESC** (Electronic

Stability Control), in the European market. Through the development and deployment of dedicated ESC marketing tools Bosch has increased awareness and knowledge about ESC and thus contributed to make cars safer.

A special thanks goes to Professor Gunter Zimmermeyer and his team, who have shown outstanding commitment on this issue. I would like to invite Mr Bohr to the podium to receive the award on behalf of the BOSCH Team.

### **Administration and policy Award**

The eSafety Awards for the category "Administration and policy" goes to **Mr Claes Tingvall** from the Swedish Road Administration.

This prize rewards the remarkable work and results of the Swedish Road Administration, namely Mr. Tingvall and Mr Anders Lie in promoting and accelerating the deployment of eSafety systems in Sweden and setting a best practise example for Europe.

One of the Swedish Road Administration's most outstanding achievements is the work towards the implementation of the ESC, Electronic Stability Control, based on an excellent multi-stage awareness campaign, creating full customer understanding and demand for this life saving device. Today, 97% of all new cars sold in Sweden have an ESC system, an unmatched success.

In addition, thanks to an outstanding personal contribution of Mr Lie and Mr Tingvall in the EuroNCAP rating system, ESC will be included in the rating in early 2009.

Unfortunately, Mr Tingvall could not be present today so I would like to invite Mr Lie to join me on the podium to collect the prize.

### **Lifetime Achievement Award**

The winner of the eSafety Award for "Lifetime Achievement" is Mr Gerhard Rollmann for his full commitment in promoting road safety during his whole professional career. Mr Rollmann gave ESC a breakthrough by selecting the first appropriate sensors for this new application. Since that time he worked in sensor and radar technology and was actively engaged in the development of the new ultra wide band (24 GHz) technology as the basis for safety applications. As founder and chairman of SARA in 2001, his work on international harmonization of frequency regulation has been of prime importance. His work was crowned with the first successful implementations of 24 GHz (and in the future 79 GHz) in certain models of Mercedes, BMW, Mazda and Chrysler.

Mr Rollmann, your relentless efforts to deploy lifesaving accident prevention technology makes you an honourable

winner of the eSafety award, and I would like you to join me on the podium to collect your prize.