INVITATION TO LAUNCH EVENT
Country Ranking on Vehicle Passive Safety

European Parliament, Paul Henri Spaak building, Room 4B001,
14 April 2009, 11h00 – 12h00

Dirk Sterckx, MEP, the European New Car Assessment Programme (Euro NCAP) and ETSC have the pleasure to invite you to the launch of the EU Country Vehicle Safety Ranking on 14 April at the European Parliament. This 12th ranking drawn up in the framework of the Road Safety Performance Index (PIN) looks at passive safety of new passenger cars sold in 2008 in the 30 countries covered by PIN.

Constantly improving vehicle passive safety has helped to prevent at least 10,600 car occupant deaths on EU roads over the past 10 years. Yet European citizens do not benefit equally from these improvements, and huge differences exist between countries in terms of market penetration of safe cars. What is also discouraging is that while newly cars sold in the EU reach a high level of car occupant protection, they still fail to offer sufficient protection to pedestrians and other vulnerable road users.

Current concerns over climate change have led EU Member States to adopt measures to promote the purchase of environmental-friendly cars. Why is a similar approach to promote safe cars not being taken? What are the barriers for promoting safer cars? What role do government bodies, local authorities and companies have in supporting the market for safe cars? Which are the countries showing the way? These and other issues will be addressed at the PIN Launch.

The speakers will brief you on the individual countries' performance in promoting safer cars' sales, effective measures and future policy objectives. You will have the opportunity to ask questions on the necessary steps to be taken to further improve consumer information and market penetration of safe cars in all EU countries.

The speakers' list includes:

Dirk Sterckx, MEP, Ambassador for the PIN Programme, Belgium
Anders Lie, Vehicle and Traffic Safety Expert, Swedish Road Administration (SRA)
Michiel Van Ratingen, Secretary General, Euro NCAP
Graziella Jost, PIN Programme Manager, ETSC

Please confirm your attendance to ETSC Communications Officer Evgueni Pogorelov at evgueni.pogorelov@etsc.be, tel. +32 (0)2 230 4106. If you are not accredited to the European Parliament, please also send your **passport number** OR **date of birth** to Evgueni **before 12h00 on Tuesday, 7 April 2009** to be able to collect your badge at the Altiero Spinelli building's reception on Rue Wiertz 60 on April 14th.