INVITATION PRESS LAUNCH
Ranking EU countries on seat belt reminder market penetration

The European Transport Safety Council (ETSC)[1] invites you to the presentation of the second ranking published under the Road Safety Performance Index (PIN)[2] on the proportion of new cars equipped with seat belt reminders in the different countries of Europe.

When: Wednesday 25 October 2006 from 10.30 to 11.30
Where: At Scotland House Conference Centre, Rond Point Schuman 6, 1000 Brussels

Speakers will include Anders Lie, Vehicle and Traffic Safety expert, Swedish Road Administration and Franziska Achterberg, PIN Programme Director, ETSC

New research has shown that up to 99% of car drivers will use their safety belt if they have a state-of-the-art seat belt reminder installed in their car.

This new ranking under the Road Safety Performance Index (PIN) shows that some countries such as Sweden, Luxembourg, Germany and France reach penetration rates of above 60% of seat belt reminders in new cars. In other countries such as the Czech Republic, Hungary, Poland, Italy and Greece, this is less than half of the new passenger cars.

The Swedish example, presented by Mr. Anders Lie, shows that governments can play a role in promoting this safety device and that a combination of incentives, combined with a strong road safety culture, can yield impressive results.

ETSC will also present a new policy paper on "Seat Belt Reminders. Implementing advanced safety technology in Europe's cars".

For information and registration please contact Ms. Graziella Jost (+32 2 230 41 06 or +32 498 51 65 62) graziella.jost@etsc.be.

You are also invited to an ETSC Transport Safety Lunch "Safe yourself! - Seat belt reminders in all European cars" on the same day, 25 October 2006, Scotland House Conference Centre, from 12.30 to 15.00 (buffet lunch from 12.30 to 13.30). Registration www.etsc.be

Notes to editors:

[1] The European Transport Safety Council (ETSC) is a Brussels-based independent non-profit making organisation dedicated to the reduction of the number and severity of transport crashes in Europe. It brings together 35 national and international organisations in membership, leading transport safety experts from across Europe. www.etsc.be

[2] More information on the Road Safety Performance Index (PIN): www.etsc.be/PIN