

Safely There Tour Brings Active Safety to Consumers

"We are on the frontier of an active safety revolution where the technology exists to prevent crashes from happening," said Bill Kozyra, Continental Teves president and CEO at a recent news conference on the mall in Washington, DC. The event launched a national campaign for consumers on the life-saving abilities of electronic stability control (ESC). "Thousands of lives are being saved each day by safety belts and air bags. But even more lives could be saved and injuries prevented if the crash were avoided in the first place. We have the technology to do that with ESC and we want American consumers to understand what an ESC system can mean to their family," Kozyra said.

ESC is widely used in Europe and Japan, saving thousands of lives each year. American consumers generally don't know that the means to avoid deadly rollover crashes are available in new vehicles today. Based on experience in Europe, if Americans requested ESC on their new vehicles, 5,000 – 6,000 deaths and \$35 billion in economic costs could be prevented annually. "If we were offering a prescription to cure a quarter of the cancer deaths in this country, we would make banner headlines across the country," Kozyra said. "ESC as a safety feature is equal to the benefits of wearing a safety belt and could save more lives than air bags," he added.

Continental Teves is underwriting a multi-million dollar mobile exhibit, Safely There, which will travel to major cities across the country. Housed in a colorful 18-wheeler, the exhibit features interactive media where visitors can "test drive" a vehicle with and without electric stability control in a sophisticated, 3-D driving simulator. In addition, interactive kiosks and video statements by highway safety leaders and others are included in the educational presentation.

"I firmly believe that visitors who experience the 'virtual' difference in control and handling with and without ESC will come away convinced that this safety technology can become one of the most important safety features on their vehicles," Kozyra said. The number of vehicles with ESC is growing.

Congressman Richard Burr (R-NC), Vice Chairman of the House Energy and Commerce Committee, echoed that sentiment at the well-attended news conference, saying he hoped that the government would give high priority to the testing and evaluation of ESC. Judy Appleby, a Tennessee mother who lost a son in a rollover crash said that she believes it's only a matter of time before ESC is standard equipment on new vehicles. Harry Teter, Executive Director of the American Trauma Society, told reporters that he is convinced that ESC can cut the number of trauma victims seen as a result of rollover crashes. "I don't have an ESC system on my vehicle, but I can assure you my daughter will have one on her car."

Rollovers are particularly deadly events, responsible for nearly 25 percent of our annual death toll on the highways. In 2002, 10,666 people died in rollover crashes, up five percent from the year before. The number of persons killed in sport-utility vehicle (SUV) rollovers rose 14 percent. Sixty-one percent of SUV fatalities involved rollovers.



Bill Kozyra speaks at Safely There launch on the National Mall.

Safely There Mobile Exhibit Tour

July 23, 2003	Washington, DC Tour launch
August 1 – 3	Seattle, WA, Sea Fair
August 16 – 17	Birmingham, MI, Woodward Dream Cruise
August 19 – 24	Denver, CO, Rocky Mountain Balloon Fest
Sept. 9 – 10	Chicago, IL, Entrepreneurial Women's Conference
Oct. 11 – 19	Orlando, FL, Southern Women's Show
Oct. 21	Chattanooga, TN
Oct. 25 – 29	Lake Placid, NY, State Highway Safety Conference
Nov. 12 – 15	Tucson, AZ, Driving School Association of America Meeting
Dec. 4 – 8	Tempe, AZ, Fall Festival of the Arts
Dec. 17 – 30	Charlotte, NC, Continental events

Preventing a rollover or other loss-of-control crash from happening in the first place is the focus of Continental's multi-city tour. The tour theme, Safely There, literally means helping people to get to their destination safely using all available safety equipment in combination with safe, sensible driving. Check the box above for when the truck will be in your area and experience for yourself the difference in control, handling and safety that ESC provides.



A Little Courtesy Goes a Long Way

One often-overlooked highway safety tool is common courtesy. Rude driving can easily become dangerous driving which can in turn escalate into road rage. Adding a little courtesy to your driving could lower tempers and ease stress.



- When lanes merge, don't cut off other drivers and refuse to allow the merge.
- Don't ride in the left lane on major highways. That lane is for passing other vehicles. If you are riding in the left lane and a faster-moving vehicle comes up behind you, move to the right as soon as it is safe. Otherwise you will contribute to the dangerous practice of passing on the right.
- If you are sightseeing on a two-lane road and notice a long line of traffic behind you, pull over at the next available spot and allow the traffic to pass before resuming your slower-paced trip.
- Use your turn signal when you change lanes. This alerts drivers behind you to your intentions. But don't just assume that your turn signal gives you an automatic right to cut in. Wait until the other driver yields before you change lanes. Otherwise you may cut someone off and create a road rage situation.
- When you see that a lane merges ahead, don't rush as far down that lane as possible, swerving in to the merge lane at the last minute. Other drivers have allowed earlier merges and they usually don't take kindly to your last minute dash.

Remember, in survey after survey on driving, most Americans believe that they are courteous and it's always the other guy's fault. When another driver gives you a break, acknowledge it with a thank-you wave or a flash of your headlights. If someone is slow to start up at a green light or stop sign, just a light tap of the horn will get their attention – you don't need to lean on the horn. A little dose of courtesy can help to relieve stress and anger on our congested roadways. Give the other guy a break – you'll feel better and traffic will move more smoothly and quickly.

NTSB Urges Accelerated ESC Study and Deployment



Inside the Safely There mobile exhibit

In June, the National Transportation Safety Board (NTSB) released its report on the investigation of a rollover crash on the Capitol Beltway near Largo, MD that took the lives of five people. The Board recommended that NHTSA expedite its investigation of electronic stability control and, if it showed benefits, to develop a schedule to mandate ESC for passenger cars, light trucks, SUVs and vans.

The Board did simulations to compare a standard SUV to an ESC-equipped SUV, replicating the vehicle movements and steering inputs of the real crash sequence. The first comparison involved both vehicles traveling in a straight line at 70 mph with a quick steer left, a quick steer to the right, a hard left and then steering straight ahead. The standard SUV continued to sideslip and yaw to the right at the end of the simulation and was unable to return to a stable condition. The ESC-equipped vehicle had zero sideslip and yaw.

The second simulation involved the same series of quick turns and a final attempt to return the vehicle to its original path. The standard SUV was unable to return the vehicle to its original course – instead it crossed the original path while sideslip increased and the vehicle yawed. In stark contrast, the ESC-equipped vehicle was easily steered back onto its original path.

The NTSB said the simulations showed that ESC “may assist drivers of errant vehicles to not only regain control, but also to return to their intended path.” The agency further stated that “ESC systems can increase vehicle stability and control so that drivers in situations like the Maryland crash may have more time to react and regain control of their vehicle.”

Noting that European studies showed up to a 35 percent reduction in single-vehicle crashes, the NTSB said that since the U.S. fleet has more light trucks than the European fleet, ESC systems could prove even more valuable in this country. The Board recommended that the National Highway Traffic Safety Administration (NHTSA) expand its study of ESC systems and develop a data analysis of ESC-equipped vehicles in the U.S. “The Safety Board believes that if the results of the evaluation of electronic stability control systems are favorable, NHTSA should initiate a phased-in ESC mandate for passenger cars, light trucks, SUVs and vans.”

Interviewed recently about ESC, NTSB Chair Ellen Engleman said, “We had almost 43,000 deaths on the highway last year. If we can reduce the accidents by a significant percentage, shouldn't we try? It's a fairly small cost for the safety that would be involved.”

Global Studies Show ESC Saves Lives

While not well understood by U.S. consumers, electronic stability control is widely utilized by drivers in Europe and Japan. One out of three vehicles sold in Europe leaves the showroom equipped with ESC. That statistic is part of the reason for a dramatic decrease in European auto crashes. Several new studies by automakers and government agencies have linked the use of ESC with up to a 35 percent decrease in single vehicle crashes (among the most serious kinds of crashes), a 15 percent reduction in all crashes, and an amazing 55 percent reduction in high speed severe crashes. In brief, here's what the studies found



Bill Kozyra and Dr. Jeffrey Runge discuss electronic stability control

- Mercedes Benz was the first automaker to offer ESC as standard equipment across all its models. A Mercedes study of its cars (using German government data for 2000) found a 29 percent reduction in single vehicle crashes and a 15 percent reduction in all crashes. "The number of Mercedes passenger cars involved in traffic accidents has declined appreciably since adoption of [ESC] as standard equipment," a company spokesman said. Mercedes also found that ESC is particularly effective in higher speed ranges where serious injuries and fatalities are more likely to occur.
- A DEKRA Automotive Research AG study of 2002 German crash data found a 27 percent reduction in serious loss-of-control crashes and a 37 percent reduction in corner accidents in vehicles equipped with ESC.
- The European Accident Causation survey, which is conducted throughout Europe, found that ESC lowered the total number of loss-of-control accidents.
- The Swedish National Road Administration study found ESC reduced accidents with personal injury and recommended automakers put ESC systems in new cars as quickly as possible and advised consumers to choose vehicles with ESC, particularly in countries with wet and icy roads.
- A Toyota study found a 35 percent reduction in single vehicle crashes and a 30 percent reduction in head-on crashes. The company also found a 50 percent reduction in more serious crashes.

According to NHTSA, each year, some 250,000 rollover crashes kill more than 10,500 people. These crashes represent only three percent of all crashes, but they account for 23 percent of all crash fatalities. According to the European statistics, ESC could cut U.S. highway fatalities by 5 – 6,000 annually. ESC is available as an option on half of the models sold in America. ESC installation rates in the U.S. are increasing, but still lag behind other industrial countries.

The J.D. Power and Associates 2002 U.S. Automotive Emerging Technologies Survey showed that when consumers understood what an ESC system could mean to them on the road, it figured in the top ten out of 25 features measured in the survey.

Continental Teves can supply a CD with in-depth coverage of these studies.

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GM to Outfit 2004 15-Passenger Vans with ESC

Last year, the NTSB reported that 15-passenger vans have the highest rollover rate of any vehicle. The agency sent letters to automakers, urging them to test the use of electronic stability control systems to help drivers maintain better control of these large vans.

In April 2003, NHTSA renewed its safety warning for these large vans often used by churches and sports teams. The agency warned that rollover risk in these vans increases dramatically as the number of occupants increases from fewer than five to more than ten. In fact, 15-passenger vans with 10 or more occupants had a rollover rate in single vehicle crashes that is nearly three times the rate of those that were lightly loaded.

GM announced this summer that it will begin installing ESC systems in its 2004 GMC Savana and Chevrolet Express 15-passenger vans. The system will be standard equipment on all GM 15-passenger vans. "While vehicle stability enhancement systems do not directly prevent rollover crashes, they may help drivers avoid the conditions that cause them," said Robert Lange, GM executive director, structure and safety integration. "However, it is important to understand that no system is foolproof. That is why we will continue to educate our customers on the unique operating characteristics of full-sized extended passenger vans and that they should be operated only by experienced drivers," said Lange. "We also support the advice of the National Highway Traffic Safety Administration that drivers and passengers in vans – and all other vehicles – always use safety belts. And we remind all vehicle occupants to obey state safety belt use and child passenger safety laws." Eight percent of those who died in 15-passenger van rollovers nationwide in 2000 were not buckled up.



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More information on safe driving is available by calling 800/694-5200 for the *Drive Safer America!* brochure and free ABS instructional video, or on the Internet at www.drivesaferamerica.org

New Safety System Helps Protect Kids in Cars

Continental Temic, a unit of Continental Automotive Systems, is producing an intelligent “anti-trap” window system known as “Express Up” to provide protected closing of vehicle windows. Without this device, power windows can trap children’s fingers, hands, arms and heads, resulting in needless injury or even death.

Kids and Cars, a child safety advocates group, recently held a news conference in Washington, DC to call attention to the dangers of power windows in vehicles. According to the group, at least 23 children have died since 1990 because power windows trapped their heads. NHTSA is currently examining the issue.

The Express Up feature helps to ensure that vehicle windows can be closed safely with one-touch activation. It is designed to recognize soft objects quickly and reliably. Changes in clamping forces when closing the window are detected by means of intelligent evaluation of the motor current and trigger the automatic direction reverse feature. This has the advantage of an extremely fast reaction when a soft body is recognized. The system also uses self-learning software that compensates for the aging effects of weather and mechanical wear and tear, making Express Up extremely safe and reliable. Express Up is currently in use on millions of Mercedes and other fine cars in Europe and the U.S.

