

The 2010 eSafety Challenge will take place at Millbrook Proving Ground, Bedfordshire, UK on July 13. The eSafety Challenge is an annual event co-funded by the European Commission, the FIA Foundation and eSafetyAware. The event promotes and highlights the life-saving potential of advanced vehicle safety technologies.



The 2010 event will include: an eSafety Demonstration with celebrity drivers; the International eSafety Conference; hands-on driving experience for the participants; eSafety exhibition; the 2010 eSafety awards; and the launch of results from new eSafety studies.

eSafety refers to vehicle technologies that can assist the driver in case of an emergency situation and by providing vital information and warnings to help avoid the situation occurring in the first place. The systems have an impact on the car occupants' safety by helping the driver make the right decisions and remain in control of the car by informing, advising and alerting them about dangerous situations. ESC and Warning and Emergency Braking Systems evaluate the driving situation and take action to avoid or minimize the effects of a crash. Other systems, such as Blind Spot Monitoring, Speed Alert and Lane Support Systems sense when the driver is in a potentially dangerous situation and provide an instant warning.