



The 2010 edition of the eSafety Challenge took place at Millbrook Proving Ground, United Kingdom on 13 July 2010 .

Around 350 delegates and journalists attended this high level conference and demonstration event. The event is supported by some of the world's best drivers from Formula One, 24 Hours Le Mans, Rally World Championship and DTM .

British Formula One racing driver Lewis Hamilton, has called to buy or lease company cars fitted with life-saving electronic stability control (ESC) technology.

The 2008 F1 world champion, made his call in a message delivered at the eSafety Challenge 2010.

A range of eSafety technologies is gradually being fitted to all new vehicles. ESC is the most prevalent, as it features in more than 60% of all new vehicles. However, uptake is still slow. Electronic Stability Control, Lane Support Systems, Blind Spot Monitoring, Warning and Emergency Braking Systems, Speed Alert, and Motorcycle ABS were demonstrated on the day.

The event also included an eSafety exhibition, with sixteen companies providing an insight into the life saving, yet under recognised technologies currently on the market. There was also an exhibit by the FIA Foundation's Make Roads Safe campaign, which's proposal for a Decade of Action for Road Safety recently approved by the UN, includes safer vehicles as one of its five pillars for implementation.