

# TAKING ACTION FOR GLOBAL ROAD SAFETY

/ ADVOCACY, CAMPAIGNS & PARTNERSHIPS /



Cover photo: Still frame from *Save Kids Lives*, an FIA film directed by Luc Besson, in support of the *#SaveKidLives* campaign and the UN Road Safety Week on children's safety, 2015.  
©Apipoulai Prod





---

## DEAR READER

/ The world today faces a global crisis, with a health and development impact comparable to that of the AIDS, Malaria and tuberculosis pandemics, and yet most people have never heard of road safety being considered in those terms. Every year 1.3 million lives are lost on the world's roads and a further 50 million people are injured, numbers expected to rise to 2 million fatalities and 80 million injuries by 2020 if action is not taken now.

The FIA has a long and proud tradition of fighting for safety not only on the track but also on the road. As the governing body of world motor sport, and also the representative of Automobile Clubs around the world and their 80 million members, this is our role, duty and mission.

We are fully committed to reducing risk on the road and to mobilising action for road safety whenever possible. /

## CONTENTS

---

- 02 Foreword
- 03 Overview
- 05 FIA Mobility & Sport: Prioritising Road Safety for Over 100 Years
- 09 UN Decade of Action for Road Safety
- 10 FIA Action for Road Safety
- 13 Clubs on the Ground
- 15 Campaigns and Partnerships
- 19 Motor Sport Community

This year the third Global Road Safety Week, dedicated to children's safety, reminds us of the tragic loss of 500 children every single day in road accidents, leaving families and friends devastated. This is an unconscionable tragedy – we all have an obligation to take action, whether it be politicians introducing new legislation or drivers taking responsibility for their behaviour.

Unlike other health crises, we know how to make roads safe. We do not need to wait for a special vaccine. In Western countries, road accident fatality rates have dropped spectacularly over the past 30 years. This has been achieved through a focussed strategy based around the 'safe system approach' which calls for the training of safer drivers, the building of safer roads, the development of safer vehicles and the putting in place of effective public policies and legislation to reduce the risk of accidents and provide rapid post-crash care.

When elected as FIA President in 2009, I made the promotion of road safety my number one priority and the number one priority of the Federation as a whole, together with the support of our 250 clubs in 150 countries who have fully backed the FIA's Action for Road Safety campaign.

My appointment as the UN Secretary General's Special Envoy for Road Safety earlier this year was a personal honour, but more importantly, a recognition of the leading role which the FIA and its clubs now play.

Launched in support of the UN Decade of Action for Road Safety 2011-2020 in May 2011, the campaign has been built on four key priorities:

- 1/ Advocacy at the highest levels to commit politicians to take action and prioritise road safety as a leading health and development crisis.
- 2/ Support through our Grant Programme with the FIA Foundation, 180 projects on the ground in more than 60 countries.
- 3/ Building strong partnerships with all commercial and institutional partners who share our goals.
- 4/ Mobilisation of the motor sport community to be Ambassadors for the cause and utilise the sport's global reach to connect with as large an audience as possible.

The road safety community had one of its most important successes when the UN Decade of Action for Road Safety was first established in 2011, with over 100 governments signing up to its ambitious goals to stabilise and reduce fatalities by 2020, but as we reach the mid-point of the decade it is clear we risk falling short in our goals. We need to remobilise our joint efforts to ensure a real and lasting impact and allow everyone the right to a safe journey whether it be to school, work, or home.

The FIA is redoubling its campaigning efforts. One important initiative to be launched later this year is a new High Level Panel for road safety led by the FIA bringing together leading personalities to engage the private sector with the goal of ramping up international awareness and increase fundraising efforts in support of road safety.

This brochure gives an overview of the situation on the ground today and the efforts made by our Federation to play a leading role in response to this often ignored, global crisis.

We look forward to working with everyone committed to the cause. With determination, dedication and vision, I know that we can succeed.

With best wishes,

Yours sincerely,



Jean Todt  
FIA President  
UN Secretary General's Special Envoy for Road Safety



# OVERVIEW: THE FIA & ROAD SAFETY



## THE FIA

/ Founded in 1904, the Federation Internationale de l'Automobile is the governing body of world motor sport and also represents the interests of our almost 250 motoring and touring clubs in nearly 150 countries with the goal of promoting safe, affordable and accessible transport for all. It is along the lines of both Sport and Mobility that the FIA carries out its actions. /

### MOBILITY

One of the FIA's guiding principles is the desire to promote freedom of mobility and to protect the interests of consumers when travelling, in particular with regard to safety. The FIA's worldwide network of mobility clubs work with all stakeholders, including government, industry, non-governmental organisations and individuals, to achieve this goal.

Over the years, FIA motoring clubs have become leading voices for road safety in their respective countries, and in many cases they are among the first interlocutors on road safety with national authorities. They are on the frontline raising awareness and advocating for sustainable mobility solutions, representing some 80 million motorists and their families.

They are also actively carrying out a wide-range of different education and training activities. Since 2012, the FIA Road Safety Grant Programme has supported over 180 innovative projects in more than 60 countries with the support of the FIA Foundation: awareness campaigns for drivers and vulnerable users, educational and training activities, road infrastructure and vehicle inspection programmes, as well as conferences, events and workshops.

The UN Decade of Action for Road Safety 2011-2020 has been supported strongly by FIA clubs around the world – their work covers the five pillars of the UN's Safe System Approach, as outlined on page 10.

### SPORT

As the governing body for world motor sport, the FIA seeks not only to effectively administer competition at all levels but also to promote the continuous improvement of safety standards across all forms of the sport. Cars, infrastructure and speed limits are regulated by the FIA to offer the maximum protection possible to both drivers and spectators.



Motor sport is a technological laboratory for new innovations on our roads. Safer helmets and restraint systems, crash barrier research, use of data recorders, passive safety and active telemetry are all examples where cutting edge motor sport safety research is making an important contribution.

FIA Champions are also playing an important role to raise awareness on the issue, serving as Ambassadors for road safety, and promoting the message that speed can only ever belong on the race track, never on the road.

#### FIA ACTION FOR ROAD SAFETY IN SUPPORT OF THE UN DECADE OF ACTION

The establishment of a UN Decade of Action for Road Safety in 2011 was supported by 100 governments and FIA clubs around the world who had led the call for international mobilisation on the issue.

The decade has as its goal the stabilising, and then reducing, of the number of road fatalities worldwide by 2020. It is estimated this would save five million lives.

The FIA's Action for Road Safety campaign was launched in support of the decade and has aimed to:

- raise awareness of the challenge with leading decision-makers.
- improve training and deploy new road safety programmes on the ground through its work with its clubs around the world.
- build strong partnerships with private and institutional actors.
- mobilise some of the sport's biggest names to act and serve as ambassadors for the cause.



#### ANNUAL ROAD FATALITIES

2015 1.3 MILLION

2020 ESTIMATED 2 MILLION

#### ANNUAL ROAD INJURIES

2015 50 MILLION

2020 ESTIMATED 80 MILLION



# PRIORITISING ROAD SAFETY FOR OVER 100 YEARS



## PRIORITISING ROAD SAFETY FOR OVER 100 YEARS

### FIA FOUNDED IN 1904

The FIA traces its history back to the Gordon Bennett Cup – a yearly motor sport race that started in 1899. These races drew entrants from all over Europe and beyond, and were the first motor sport races. By 1903, motor sport had reached such popularity that for the Paris-Madrid race, an estimated three million spectators were drawn to the event.

The race also demonstrated the technological advancements that had been made in automobile technology, with cars reaching speeds of 160 km/h. Due to the lack of regulations, however, six participants died during this race and many spectators were injured. The following year the Gordon Bennett Cup was held at Bad Homburg in Germany, and among the 13 national clubs in attendance, the participants agreed that an association needed to be created to administer rules that would secure safer racing conditions and fairer competition among participants. The Association internationale des Automobiles Clubs Reconnus – later to become the FIA – was born, with the first elected President being Baron Etienne de Zuylen in 1904.

Since the FIA's establishment over 100 years ago, the Federation has been served by over 10 Presidents, who have worked to strengthen the FIA's role to adapt to the rapid changes that have occurred in the automobile world both on the road and the track on behalf of its members.

### A ZERO FATALITY VISION FOR MOTOR SPORT

The FIA played a pivotal role in the establishment of international motor sport, with the first F1 race taking place in 1950. By the 1960s, however, tragic crashes involving both drivers and spectators had become far too

commonplace. This spurred wholesale changes from the 1970s on, led by the FIA, with new rules introduced governing cars, drivers, infrastructure and spectators. As a result, today the number of fatalities and injuries in FIA championship events has decreased dramatically.

There is no room for complacency. Recognising that motor sport is inherently dangerous, the FIA works to continually improve safety at all levels of competition, from the grass roots level to Formula 1, with the goal of reaching its target of zero fatalities and injuries in the sport. See more on page 19-20.

### MOTORING CLUBS ON THE FRONTLINE

With the development of the automobile came the creation of motoring clubs. The oldest of these clubs – some of which go back more than 100 years – were largely formed in the interests of improving the safety of their members' automotive passions. Due to the proliferation of the automobile over the course of the 20th century, clubs diversified their interests to include other motoring services, yet from the beginning, safety has and continues to be one of the central concerns of the FIA's mobility clubs. Road safety is their history and heritage. It is in their DNA.

FIA motoring clubs are today leading advocates for road safety in their respective countries. But they're not only a voice. They are also an actor on the ground, carrying out training, awareness raising, consumer testing, and other actions every day, around the world. See more on page 13-14.



## EURO NCAP

The creation of Euro-NCAP was led by the FIA in 1997.

Being the organisation that tests active and passive safety, Euro-NCAP testing represents a standardised assessment of new cars.

Euro-NCAP has always demanded the highest standards of safety from automobile manufacturers. Since its foundation, 5-star safety levels have become increasingly common amongst new vehicle models.

The success of the Euro-NCAP programme has led to numerous national, regional and global versions.

## FIA FOUNDATION

The FIA Foundation is an independent UK registered charity which supports an international programme of activities promoting road safety, the environment and sustainable mobility, as well as funding motor sport safety research.

The Foundation was established in 2001 with a donation of \$300 million made by the FIA, the non-profit federation of motoring organisations and the governing body of world motor sport.

The FIA Foundation has an international membership of motoring and road safety organisations and national motor sport associations.

## FIA INSTITUTE

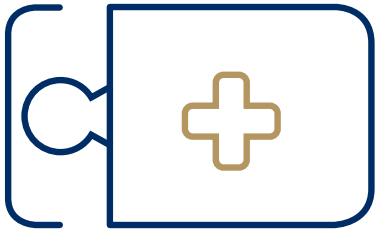
The FIA Institute was created in 2004 to further the rapid development of new and improved safety technologies, to facilitate higher standards of education and training, and to raise awareness of safety and sustainability issues.



# GLOBAL ROAD SAFETY CHALLENGE

## 1.3 MILLION

PEOPLE KILLED EVERY YEAR AND 50 MILLION INJURED AND DISABLED DUE TO ROAD TRAFFIC ACCIDENTS.



## EVERY 30 SECONDS

ROAD CRASHES KILL ONE PERSON EVERY 30 SECONDS – THAT'S MORE THAN 3,000 KILLED EVERY DAY.



## #1 KILLER

ROAD CRASHES ARE THE NUMBER ONE KILLER OF 15 TO 29 YEAR OLDS.



## 500 CHILDREN

ROAD CRASHES KILL 500 CHILDREN EVERY DAY.



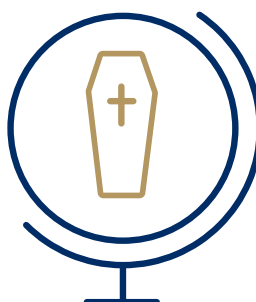
## \$100BN

ROAD CRASHES IN DEVELOPING COUNTRIES COST MORE THAN 100 BILLION USD YEARLY TO NATIONAL GOVERNMENTS.



## 90% OF DEATHS

OCCUR IN DEVELOPING COUNTRIES WHERE ONLY AROUND 50% OF THE VEHICLES REGISTERED WORLDWIDE ARE LOCATED.

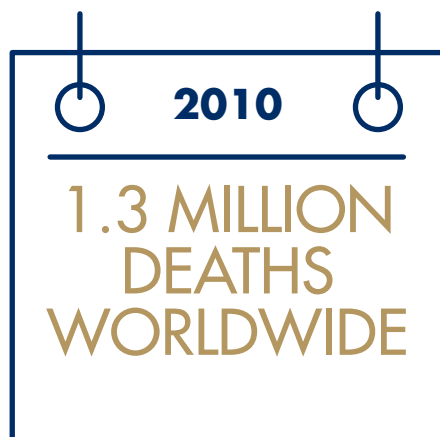




# GLOBAL ROAD SAFETY GOALS

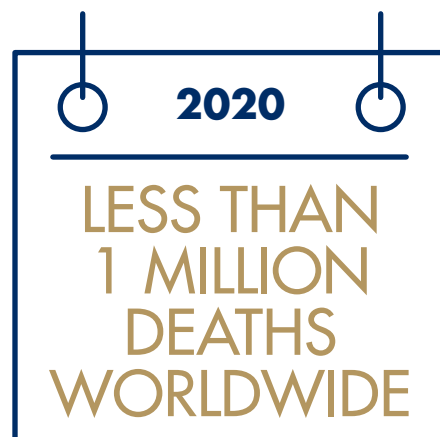
## 2010

BASELINE FIGURE



## 2020

DECADE OF ACTION TARGET



# DECADE OF ACTION



/ The UN Decade of Action for Road Safety, launched in 2011, was signed by over 100 governments, with the goal of stabilising and reducing the forecast level of road traffic fatalities around the world by 2020.

The Decade promotes action for road safety at the national, regional and international levels.

The Decade aims to address the major public health problem posed by road safety and the broad range of social and economic consequences which, if unaddressed, will affect the sustainable development of countries. If successful, it is estimated 5 million lives will be saved.

The UN has promoted the Safe System Approach to structure road safety actions. /

## UN SAFE SYSTEM APPROACH

### 1. Road Safety Management

Capacity development of institutions to deliver on road safety objectives, as well as stronger enforcement and policing.

### 2. Safer Roads and Mobility

Improving planning, design and construction of road networks and the promotion of sustainable modes of transport.

### 3. Safer Vehicles

Development of, and compliance with, vehicle safety testing norms and the promotion of safer vehicles through the provision of consumer safety information.

### 4. Safe Road Users

Prioritising vulnerable road users and working to make all road users more aware of poor road conduct (promotion of wearing seatbelts/helmets, prevention of drink-driving and speeding).

### 5. Post-Crash Response

Focusses on making response times more rapid, improving on-the-scene care, as well as post-accident supervision. The goals of Post-Crash Care are to ensure that when accidents do occur, victims have the best possible chance of recovery.



# FIA ACTION FOR ROAD SAFETY

---

**THE FIA'S 'ACTION FOR ROAD SAFETY' CAMPAIGN, LAUNCHED IN SUPPORT OF THE DECADE, IS BASED AROUND 4 KEY PRIORITIES:**

## **Advocacy at the highest levels**

The FIA has developed key working relationships with international institutions such as the UN, the World Health Organisation, the European Union and the World Bank and governments around the world. For example, the FIA has led the call for the inclusion of road safety as one of the Sustainable Development Goals for 2015.

## **Action by clubs on the ground**

The FIA is supporting its club network through the FIA Grant Programme. Established in 2012, the Grant Programme works with clubs to improve road safety at a local level.

## **Campaigns and Partnerships**

The FIA is running awareness campaigns and has established numerous institutional and commercial partnerships with leading actors.

## **Motor sport and Road Safety**

The FIA has mobilised the motor sport community to promote the FIA's Action for Road Safety.

---

**THE FIA IS A STRONG SUPPORTER OF THE SAFE SYSTEM APPROACH AND HAS USED IT AS A POINT OF REFERENCE FOR ITS NUMEROUS ROAD SAFETY INITIATIVES.**

## **1. Road Safety Management**

Through its advocacy efforts, the FIA is working to promote awareness and raise funding that can drive institutional change. FIA Clubs also have direct access to their national governments at the local level.

## **2. Safer Roads and Mobility**

The FIA works with drivers on the ground through the action of Clubs worldwide. In some countries, Clubs act on behalf of the national government to offer driver examinations and act to monitor the performance of driving schools. The FIA has also launched its '10 Golden Rules' campaign to remind motorists of their responsibility to drive safely.

## **3. Safer Vehicles**

The FIA supports safer vehicles through its support of UNECE standards and NCAP programmes for vehicle safety.

## **4. Safe Road User**

By improving the planning and design of roads through Clubs' involvement with the International Road Assessment Programme (iRAP).

## **5. Post-Crash Response**

The FIA has a partnership with the International Red Cross and Red Crescent Societies raising awareness on the importance of first aid knowledge for road accident victims to receive immediate care.

# ROAD SAFETY MILESTONES

**2003** First UN General Assembly Resolution on global road safety.

**2004** World Health Organisation's 'World Report on Road Traffic Injury Prevention' launched.

**2009** 1st Global Ministerial Conference on Road Safety in Moscow, following campaigning by the FIA and the FIA Federation.

**2011** Launch of the UN Decade of Action for Road Safety and FIA Action for Road Safety campaign officially launched, with events organised by FIA Clubs globally.

**2012** Launch of the FIA's Road Safety Grant Programme.

**2013** The Long, Short Walk and Second UN Global Road Safety Week on Pedestrian Safety.

**2014** Second UN General Assembly resolution.

**2015** Jean Todt appointed UN Secretary General's Special Envoy for Road Safety

**2015** Launch the Third Global Road Safety Week on Children's Safety and Save Kid Lives campaign.

**2015** UN to finalise Post-2015 Goals and Second Global Ministerial Conference on Road Safety planned for 18-19 November 2015 in Brasilia.



# GLOBAL ADVOCACY



/ In meetings with heads of state and international decision makers around the world, the FIA has called for road safety to be prioritised on the national, regional and international agenda. /

## THE FIA HAS CALLED FOR:

- Implementation of the Global Plan for the UN Decade of Action, based on the 'Safe System' approach, covering road safety management; training and education; vehicle safety; infrastructure; and post-crash care.
- The inclusion of road safety as part of the Sustainable Development Goals post-2015.
- Engagement with the private sector on road safety, including to explore innovative financing options
- Leaders to prioritise road safety at the national level (introducing when necessary effective legislation, dedicated strategies and national agencies) and to commit to putting the issue at the top of the global agenda.
- A focus on improved data collection in cooperation with all regional banks and institutions.

As of April 2015, the President of the FIA Jean Todt has been appointed Special Envoy of the UN Secretary General for Road Safety. In this capacity, he assists the UN Secretary General in mobilising sustained political commitment towards road safety. Mr Todt is also working to advocate and raise awareness of the United Nations road safety legal instruments, as well as sharing established road safety best practices through his participation in global and regional conferences on road safety.

In addition, as Special Envoy for Road Safety he is seeking to generate funding for advocacy efforts through strategic partnerships between the public, private and non-governmental sectors.

2015 is the mid-point of the Decade of Action. With the goal of re-mobilising the international community, Jean Todt is putting together a new high level initiative comprised of leaders in their respective fields to encourage private sector actors to raise new funding and awareness on road safety.



# CLUBS ON THE GROUND

/ FIA Clubs are carrying out road safety projects around the world. The FIA Road Safety Grant Programme, funded by the FIA Foundation, is a pivotal initiative aimed at supporting some of these projects around the world. So far, the programme has awarded significant grant funding to more than 180 safety initiatives in over 60 countries. /

## URUGUAY – I WANT TO FEEL FREE, I PROMISE

- An educational programme focusing on road safety best practices and post-crash safety, run in cooperation with the UNITRAN Foundation, the National Road Safety Unit and the Pan-American Health Organization.
- The project was launched to increase awareness about key risk factors and preventive measures, and to develop social marketing campaigns to help influence attitudes and opinions about the need for road traffic programmes.



## SAFETY FOR SENIOR DRIVERS IN LATVIA

- The campaign led by the Auto-Moto society of Latvia was the first ever traffic safety campaign aimed at senior drivers in Latvia. It encourages and invites seniors to evaluate their abilities for full-fledged traffic participation as drivers.
- Participants in the programme undergo skills assessment and are given recommendations on how to improve their driving skills. The programme has been well received with senior drivers continuing to apply to the programme.







### NEPAL – YOUTH FOR ROAD SAFETY

- Launched by the Nepalese Sports Association (NASA), the 'Youth for Road Safety' programme began in 2013 as a campaign to raise awareness among road users, especially the young, to change road behaviour.
- The campaign was launched on a national basis and used a broad range of media. In achieving this, the campaign has reached more than 150 000 youths and students through school and college focused programs and campaigns, 24 television episodes and another 100 plus radio programs.

### TANZANIA – 'BODA-BODA' PROJECT

- The Tanzanian Automobile Association's 'boda-boda' project typifies an impactful grass roots approach targeted by the FIA's Grant Programme.
- The result of multilevel cooperation with the local Government and the Police forces has led to over 3000 drivers being trained (significantly in excess of the 700 that was targeted) in basic and defensive driving skills, the distribution of 20 000 reflective stickers for night time driving as well as significant safety upgrades to the 'boda-boda' vehicles themselves and the development of a nationwide recognized certification process. The 'boda-boda' programme is now in its fourth year and the programme continues to yield positive results.



# CAMPAIGNS AND PARTNERSHIPS

## FIA ROAD SAFETY CAMPAIGNS

/ The FIA has established road safety campaigns and partnerships with institutional and corporate partners. Examples of initiatives are the '10 Golden Rules for Safer Motoring' – a set of simple road safety tips developed by the FIA – and the Road Safety Pledge, calling on all road users to commit to responsible driving. To sign the Pledge, please visit: [www.fia.com/pledge](http://www.fia.com/pledge)

The Pledge has been supported by numerous motor sport champions, including Formula One World Champion Lewis Hamilton. /



*"As an F1 driver, and even more now as a World Champion, I feel I have a responsibility to promote safe driving outside the track. The FIA's 10 Golden Rules are simple rules that everyone should follow. I strongly encourage my fans to respect them and show their support by signing the pledge."*

**Lewis Hamilton**, 2014 FIA Formula One World Champion



/ Another recent FIA campaign is the launch of a hard-hitting film directed by Luc Besson and supported by the FIA Foundation, designed to promote children's road safety across the world. Entitled 'Save Kids Lives', the film was released worldwide on 7 October 2015 to coincide with International Walk to School Day and has been watched millions of times.

Shot on location in South Africa and Paris, France, the film shows the risks children are confronted with on a daily basis, whether through the lack of safe infrastructure in the townships of South Africa or as a result of the heavy traffic of a major European city.

Available in more than 20 languages, the film is part of the #SaveKidsLives campaign, launched for the third UN Road Safety Week. Focused on child safety, it promotes a Child Declaration for Road Safety with the goal of gathering 1 million signatures. /

# INSTITUTIONAL PARTNERSHIPS

/ The FIA works with numerous international institutions and non-government organisations to promote road safety. These partners include the International Telecommunications Union, The International Federation of the Red Cross and Red Crescent Societies, The International Transport Forum, and the Inter-American Development Bank. /

## EXAMPLES OF INSTITUTIONAL PARTNERSHIPS

### INTERNATIONAL TELECOMMUNICATIONS UNION (ITU)

The FIA and the ITU have signed an agreement to work on a joint programme to develop standards in the field of road safety and Information and Communication Technology (ICT).



### THE INTERNATIONAL FEDERATION OF THE RED CROSS AND RED CRESCENT SOCIETIES (IFRC)

The FIA and the IFRC have signed a partnership with a focus on post-crash care, including initiatives on first aid knowledge.



### THE INTERNATIONAL TRANSPORT FORUM (ITF)

The FIA and the ITF are working on the development of universal road traffic safety indicators to support FIA members when addressing national road safety problems.



### INTER-AMERICAN DEVELOPMENT BANK (IDB)

Since 2012, the FIA and the IDB have been working on improving road safety in the Latin American region and Caribbean countries.



# CORPORATE PARTNERSHIPS

/ A number of corporate partners have joined the FIA in its efforts to make our roads safer. Current Global Partners include Michelin, Coca-Cola and Petronas. Official Supporters include Iveco, and Nissan. /



Coca-Cola is the owner of the largest commercial fleet of vehicles in the world. Coca-Cola is looking to develop an educational programme to increase road safety awareness among its delivery fleet through internal driver-training programmes in India, Germany and other Coca-Cola markets.



As an official sponsor of the FIA WTCC and as Official Supporter of the FIA Action for Road Safety campaign, IVECO has activated the safety messages across different platforms both internally and externally. In 2015, IVECO implemented two key safety initiatives, the "IVECO Check-stop" and "How is my driving?". Both campaigns aim to improve road safety.



In 2011, Michelin and the FIA signed a partnership agreement which fostered the international Golden Rules campaign as part of the FIA Action for Road Safety. They have produced a visual campaign of 10 images depicting the implementation of these rules in real life situations. Since then, the FIA and Michelin have worked on other projects. See page 18 for further details.

## NISSAN MOTOR CORPORATION



Nissan is an active partner of the FIA Action for Road Safety campaign and has committed to a multi-year agreement. Nissan is activating across various digital platforms and, with the FIA's support, has developed a Japanese version of the FIA's Pledge in order to promote the Golden Rules and improve road safety awareness.



**PETRONAS**

The FIA and Petronas have agreed to a partnership focussing on education of road safety principles to its employees. Petronas promotes the FIA Action for Road Safety message throughout its motor sport network and on the Petronas online platform.

## BUILDING NEW PARTNERSHIPS

The FIA is committed to road safety and the reduction of death and injury on our roads. Should you wish to participate in this cause, please contact the FIA Marketing Department ([mtonge@fia.com](mailto:mtonge@fia.com)).



## HIGHLIGHT – A LONG RUNNING PARTNERSHIP

The FIA and Michelin have a long history of working together on road safety. This partnership is set to continue, with other projects being carried out in China, Indonesia, India and Thailand.



### TEEN ROAD SAFETY GRANT PROGRAMME

- The FIA and Michelin have launched the Beyond the Driving Test campaign to raise awareness of tyre maintenance and safety.
- The initiative aims to change the way new drivers are prepared, involve parents, encourage peer education and update governmental education curricula.
- \$100 000 has been allocated to improve access to critical tyre safety information for teenagers in the Miami and Los Angeles area.



### 10 Golden Rules

A visual, international campaign based on the 10 Golden Rules was developed to promote safe driving habits.



### SAFE DRIVER PROGRAMME

- Michelin's Best Driver Programme was developed in conjunction with the FIA to address key road safety messages to students in Brazil.
- The programme consisted of a road show held in 15 universities, which encouraged students to set up a safe driving telematics system in their car.
- More than 1 000 students took part and the 15 safest drivers won a weekend package to attend the WEC 6 Hours of São Paulo.

### FIA ROAD SAFETY GRANT PROGRAMME

- Michelin decided to support the FIA Road Safety Grant Programme for the first time in 2014, allocating grants for three deserving road safety campaigns in Latvia, Australia and Sri Lanka. Following up to the success of these first three projects, the FIA-Michelin cooperation will progress in 2015 developing new efforts in Mexico, India and Australia.

# MOTOR SPORT AND ROAD SAFETY

## ENSURING SAFETY ON THE TRACK

/ Safety on the track – as on the road – is one of the top priorities of the FIA. Working with teams and drivers, and with the assistance of new technologies, the FIA is constantly looking for ways to make motor sport safer for all participants. /

### TODAY

Today most motor sport crashes as well as near misses are recorded on video and data is stored in on-board FIA Accident Data Recorder or ADR, so that detailed analyses can be carried out.

The engineering of circuits, closed road rally stages, hill climbs, along with the cars and the drivers' equipment are all regulated and policed.

Speed limits are imposed where necessary, effectively suspending competition for safety purposes: pit lane speed limits, safety car periods, yellow flag sectors.

Through further regulation, the FIA sets standards for race direction and control of drivers' on-track behaviour, rescue and medical intervention, emergency medical care, and circuit and event management.

Additionally, the FIA conducts research and development into all aspects of motor sport safety.

The accumulated expertise is shared with National Sporting Authorities around the world, and the FIA works with them to apply the most appropriate and cost effective solutions to suit each region's particular safety issues.



## MAKING MOTOR SPORT SAFER

/ Focussing on the areas of education, research and medical development, the FIA continues to explore further ways motor sport can be made safer. /

### EDUCATION

The FIA aims to facilitate significant and sustainable development across the areas of young driver safety, sustainability and safety training for officials. The FIA has specifically developed programmes that promote driver safety, environmental management systems and capacity development programmes for each of these areas.

### RESEARCH

The FIA Research Programme encompasses three distinct groups. Each one carries out a number of projects funded by the FIA related to a wide range of safety issues in motor sport. FIA engineers work closely with testing centres and equipment manufactures to design the most innovative safety equipment in motor sport today.

### MEDICAL

The FIA's Medical Programme aims to advance the development of medical personnel in motor sport and support the introduction of new medical techniques and technologies. To achieve these goals, the FIA has established the FIA Medical Commission. The Panel works closely with the FIA's other experts to develop a series of world-class educational research initiatives.



## FROM THE TRACK TO THE ROAD

/ Motor sport has always been an incubator for innovation, fast-tracking engineering development in pursuit of a competitive advantage. /

The cross-over between racing innovation and everyday motoring may not always be apparent, but it has delivered major improvements in performance, efficiency and safety in road cars.

Disk brakes, seat belts and all-wheel-drive all made their debut in the cut and thrust of the FIA's high level motor sport before being applied in everyday motoring. All of these technologies – break through at their time of introduction – have had a significant impact on improving road safety and reducing the number of lives lost on roads around the world.

### LASER-LIGHTING SYSTEMS

In the FIA World Endurance Championship's flagship event, the Le Mans 24 Hours, Audi has pioneered the use of a laser-lighting system that dramatically increases visibility for drivers during the event's night-time stints. This innovation has proved so effective that it is now being implemented by BMW and Audi in numerous models.



# SUPPORTERS FROM THE MOTOR SPORT COMMUNITY

## AMBASSADORS

Drivers from all the major FIA championships have supported the FIA's Action for Road Safety campaign since 2011. More recently, the 2014 World FIA Champions have agreed to become Ambassadors for road safety alongside many others from the motor sport community, and have pledged their support to the 10 Golden Rules for safer motoring.



**Lewis Hamilton**  
FIA Formula One World  
Champion (2014, 2008)



**Sebastien Ogier &  
Julien Ingrassia**  
FIA WRC World Champions  
(2014, 2013)



**Sebastien Buemi**  
FIA WEC World Champion  
(2014)



**Anthony Davidson**  
FIA WEC World Champion  
(2014)



**Jose Maria Lopez**  
FIA WTCC World  
Champion (2014)



**Petter Solberg**  
FIA World RallyCross  
Champion (2014)



**Marco Ardigo**  
FIA World Karting  
Champion (2014)



**Lando Norris**  
FIA World Karting  
Champion (2014)









# FIA GOLDEN RULES I WANT TO BE SAFE I PROMISE TO:

---

## **BELT UP**

all passengers are my responsibility

## **RESPECT THE HIGHWAY CODE**

rules are there to protect us all

## **OBEY THE SPEED LIMIT**

my car is made of metal, pedestrians and children are not

## **CHECK MY TYRES**

both for wear and for correct inflation, including the spare

## **DRIVE SOBER**

when I am drunk or on drugs, I am a danger on the road

## **PROTECT MY CHILDREN**

keep them safe in car seats

## **PAY ATTENTION**

calling and texting make me dangerous

## **STOP WHEN I'M TIRED**

getting there late is better than not at all

## **WEAR A HELMET**

motorbikes and bicycles don't protect my head

## **BE COURTEOUS AND CONSIDERATE**

respect other drivers

---

The FIA supports the UN Decade of Action for Road Safety



#SignThePledge

Go to [FIA.com/pledge](https://www.fia.com/pledge)





