

Bosch promotes vehicle safety systems to UK media

On Thursday, 26th May, the Society of Motor Manufacturers and Traders, the UK's leading automotive trade body, successfully organised the 20th driving day for over 290 motoring journalists to test cars from 37 different cars companies at the Millbrook test track north of London.

For the first time this year Bosch UK was asked to create a "safety zone" to demonstrate and explain to the media the effectiveness of selected vehicle safety systems. The two technologies demonstrated were ESP® and PEBS.

The safety zone was created working closely with Toyota, Mercedes-Benz and Audi for the supply of cars and support. Two Toyota Avensis models were used to demonstrate ESP® (the double lane change manoeuvre) and an Audi A6 (with a test driver provided by the Audi driving experience in Germany) which demonstrated PEBS. A Mercedes-Benz Vito was also used to demonstrate ESP® on a van/minibus chassis.

During the day some 80 of the 290 UK journalists attending took part in the tests. A display area was set up, supported by the SMMT plus RoadSafe (one of the UK's leading road safety bodies) where journalists were provided with details of not just the two identified safety systems but additional vehicle safety technologies included in the FIA (Federation Internationale de l'Automobile) decade of action for road safety.

The safety zone was very well received by the press and reflected the increasing interest in vehicle safety technologies. The BBC filmed the ESP® demonstration and the resulting footage was shown during the BBC news and was prominently displayed on the broadcaster's website. Commercial television, specifically ITV, also filmed the safety demonstrations and again the footage was shown on their news programmes. The resulting coverage will help to explain to the general public exactly what these technologies are and how they will be making roads safer for all.