



- ***What is the FIA Action for Road Safety?***

The FIA's Action for Road Safety is a global campaign, which focuses the federation's resources on helping its member clubs around the globe to educate and advocate for safer roads, vehicles and behaviours. The aim of the campaign is to assist the United Nations to reach the goal of saving five million lives on the world's roads in ten years.

- Each year, 1.3 million people are killed on the roads and another fifty million are injured, some of them very seriously. It is the FIA's objective to commit all of our members to projects to raise awareness of the importance of lowering the tragic figures of those killed on roads around the world and to help the United Nations to reach its objective of saving five million lives in ten years.

- ***Is the FIA Action for Road Safety and the United Nations' Decade of Action the same thing?***

No, the United Nations Decade of Action is an initiative that aims to stabilise and then reduce the number of deaths on the world's roads by 2020. The FIA Action for Road Safety campaign was launched to complement this UN initiative. As the body responsible for regulating global motor sport, it is the FIA's duty to make motor racing safer for competitors and for the general public alike. The federation comprises 228 automobile clubs and 60 million members; it has the power to implement road safety campaigns locally in each member country and on a global level.

- ***What will the FIA do during this Action for Road Safety campaign?***

The FIA's Action for Road Safety campaign sees its global family working together; to reduce traffic related deaths and injuries worldwide. It allows the FIA to target motorists, motorsport enthusiasts, young people and governments. It will see every FIA club make a commitment to address a critical road safety problem in their country.

The FIA's position as the governing body for some of the world's most watched motorsports competitions provides unparalleled access to motorsport enthusiasts of all ages and the opportunity to inform them of the fundamentally important message of road safety.

- ***Who is supporting the campaign?***

The FIA enjoys widespread and popular support for its Action for Road Safety initiative, with endorsements coming from the world of sport, industry and government. Present in Paris at the launch of the campaign, former mayor of Paris and President of the Republic, Jacques Chirac was on hand to give his endorsement: "I sincerely hope that this movement... will turn out to be highly successful. Together, we have to mobilise ourselves to ensure that the world's roads become safer. We must turn to education, in order to make sure that each one of us faces up to his or her responsibilities. Together we can save five million lives."

President Chirac's words have been echoed by politicians around the world, including the UN Secretary General Ban Ki Moon and World Health Organisation Director-General Margaret Chan.

Many of the leading governing bodies for the world's biggest sports, have also expressed their strong support for the campaign and, together with the FIA, are planning a series of targeted initiatives for the coming months and into next year.

The campaign is also strongly endorsed by the world of motor sport. Seven times World Rally Champion Sébastien Loeb said: "I support this campaign and other road safety initiatives: road crashes kill on the same scale as malaria, and it is important for long term action at the highest level in order to make roads safe."

Eight times Le Mans winner Tom Kristensen, said: "I wholeheartedly support the FIA Action for Road Safety campaign. We all know it is all about being alert, clever and focused behind the steering wheel on the roads, and this campaign will surely improve awareness. In addition, it's also vital that we improve our roads, their design and infrastructure, while also researching techniques for emergency assistance. The focus and attention provided by Action for Road Safety will greatly aid this."

Additionally, many of the stars of Formula One, such as world champions Michael Schumacher, Sebastien Vettel and Fernando Alonso, have given much of their time, participating in safety demonstrations and speaking in support of the campaign.