

Campaign Set For Second Year



Multiple Formula One World Champion Michael Schumacher has helped to promote the FIA Foundation's wide-reaching 'Think Before You Drive' campaign.

The FIA Foundation's 'Think Before You Drive' campaign has proved to be a huge success since its launch last year and is set to enter a second year of promotional activity.

The global campaign, which is supported by tyre company Bridgestone, is one of the most wide-reaching motoring safety campaigns ever launched. Its message has reached every region of the world and is backed by FIA member clubs from more than 60 countries.

FIA President Max Mosley, who presented the progress of the campaign to attending press at the Geneva Motor Show, said: "We have never before involved so many clubs from so many countries in a common global campaign. Their enthusiasm for 'Think Before You Drive' highlights the importance of its key message."

The campaign aims to urge motorists to implement simple safety measures before they drive. These are actions which take just a few seconds but which can also save lives, such as checking tyres, fastening seat belts, using child restraints and adjusting head rests.

The message has been promoted by major motor sport personalities including Formula One drivers Michael Schumacher, Rubens Barrichello and Mark Webber. Mosley added: "They are great road safety advocates that can communicate with the young drivers who are at high risk of experiencing a road crash."

Schumacher is set to offer further support to the campaign at a promotional event in Bahrain just before the first Grand Prix of the Formula One season.

Mosley also thanked Bridgestone for its strong commitment to the campaign and to road safety in general. Bridgestone is a member of the Global Road Safety Partnership and the company's CEO and president Shigeo Watanabe has been an active participant in the Commission on Global Road Safety.