

Programme, 13 July

08:30-09:00 **Transfers to Millbrook Proving Ground from Jurys Inn, Luton Hoo and Flitwick station**

09:00 **Millbrook Proving Ground**
Registration and coffee
Exhibition opening

Opening speeches

David Ward, Director General, FIA Foundation

Mike Penning MP, Parliamentary Under Secretary of State, UK – *Video statement*

Juhani Jaaskelainen, Head of Unit, European Commission

Ivan Hodac, Secretary General, ACEA

10:00-10:45 Peter Tyroller, President, CLEPA

Andre Seeck, Chairman, Euro NCAP

Lewis Hamilton, Vodafone McLaren Mercedes

Tom Kristensen, eight-time 24 hour Le Mans winner, Audi

Moderator: Jacob Bangsgaard, Secretary General, eSafetyAware

eSafety demonstration by:

10:45-11:15

- **Lewis Hamilton, Vodafone McLaren Mercedes**

- **Tom Kristensen, eight-time 24 hour Le Mans winner, Audi**

11:15-12:00 **VIP tour of exhibition**

12:00-14:00 **eSafety driving experience for participants**

12:30-14:00 **Buffet lunch**

Panel debate

Stimulating demand for eSafety

Chair – Adrian Walsh, Director RoadSafe

- **Encouraging eSafety**

Michiel Van Ratingen, Secretary General, Euro NCAP

- **The intelligent route to safety**

Nick Illsley, Transport Direct Chief Executive, UK DfT

- **Fleet Safety – Study results**

Irina Patrascu, Project Manager, eSafetyAware

14:00-15:30

- **Insurer perspectives on eSafety**

Johann Gwehenberger, Head of Accident Research, Allianz Center for Technology

Open discussion

Chair – Ross Durkin, Editor, Fleet World International

David Faithful, Solicitor, Lyons Davidson

Steve Farmer, Managing Director, Balfour Beatty Plant and Fleet

Johann Gwehenberger, Head of Accident Research, Allianz Center for Technology

Nick Illsley, Transport Direct Chief Executive, UK DfT

Michiel Van Ratingen, Secretary General, Euro NCAP

Mike Waters, Head of Market Insight, Arval

15:30 **End of eSafety Challenge 2010**

15:45 **Transfers to Birmingham and Luton airport**
Transfers to Flitwick station