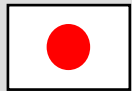


# ESP Safety Highlights

## Fatality Reduction - Worldwide Target



Japan

**50% fatality reduction**

in 10 years from 2003

*Prime Minister*

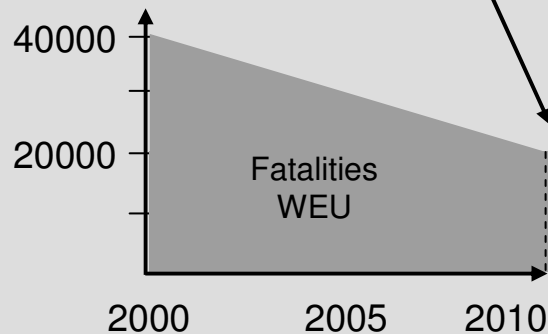


Europe

**50% fatality reduction**

goal (EU)

*eSafety*



North America

**30% fatality reduction**

until 2008

*Department Of Traffic*

*“Reduce fatality from 1.51 to 1.0 per 100 million vehicle miles”*

Chassis Systems

1 CS-SM/MKT | 3/4/2005 | MKT\_5000\_1\_EN rev. 1.2 | © Robert Bosch GmbH reserves all rights even in the event of industrial property rights. We reserve all rights of disposal such as copying and passing on to third parties.



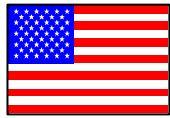
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# ESP Safety Highlights

## ESP<sup>®</sup> Effectiveness in Accident Reduction

Road safety  
relies on ESP<sup>®</sup>  
popularity

### Studies



#### National Highway Traffic Safety Administration, 09/04

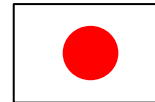
- accidents\* passenger cars - 35%
- accidents\* SUV - 67%

#### Insurance Institute for Highway Safety, 10/04

- accidents\* passenger cars - 41 %
- fatal accidents\* passenger cars - 56 %

#### University of IOWA, 03/04

- no. of drivers keeping control of vehicle + 34 %



#### Toyota, 05/03

- Severe accidents - 50%



#### LAB (Renault/PSA), 09/04

- accidents Renault Laguna - 44%

#### Daimler Chrysler, 05/04

- accidents\* Mercedes-Benz - 42%

#### Volkswagen, 02/04

- Fatalities - 35%

#### Ford, 09/04

- Accidents - 35%

#### Swedish National Road Administration, 2002

- Accidents - 22%

Chassis Systems

\* Single-vehicle accidents



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