

## Motorsport Ireland - Road Safety Initiative

The initiative is Motorsport Ireland's contribution to the FIA supported, 'Decade of Action for Road Safety 2011-2020', a United Nations initiative which was launched world wide, on May 11th 2011.

The aim of the 'Decade of Action' is to save five million lives on the world's roads over the next ten years.



**WEAR. BELIEVE. ACT**

**MAKE ROADS SAFE**  
The Campaign for Global Road Safety



Decade of Action Logo / Slogan

FIA Road Safety Logo:

The **Motorsport Ireland** initiative will see them working, with the support of the **Road Safety Authority**, to promote road safety through motorsport.

Two young competitors, Craig Breen and Toni Kelly agreed to act as ambassadors for Motorsport Ireland, and will assist in delivering the road safety message.



The Motorsport Ireland initiative was launched by FIA President, Mr Jean Todt on the occasion of his visit to Dublin in February 2011.

At that launch, Mr. Noel Brett, CEO of the Road Safety Authority stated -

“Tragically, young men are over represented in road deaths in Ireland. In fact, young men aged between 17 to 24 years of age are five times more likely to die on the road compared to the rest of the driver population. We also know that Ireland probably has one

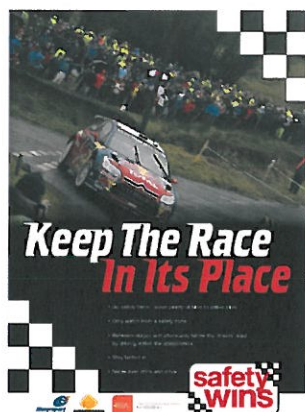
of the highest numbers of rally fans per head of population in Europe, so it is vital that we engage with this group at their level, and in their space, to effect changes in attitudes and behaviour. We are delighted to support Motorsport Ireland's initiative which will take the safe driving message straight to the most important audience. It will show that if you love driving and you love motorsport, then you should respect the roads and drive safely."

The initiative will see all Motor Clubs involved in organising stage rallies engage in activities promoting road safety. A standard / co-ordinated effort will see clubs **as a minimum**:

- Appoint a Road Safety Officer to organise club activity in support of the initiative.
- Have all competition carry the 'Decade of Action for Road Safety' Tag decal.
- Carry a standard Road Safety advertisement in the event program.
- Erect Road Signage carrying a road safety message on road sections in the vicinity of rally events.



Car Decal



Program Advert



Road Signage

Motorsport provides the activity which gets the attention of the target group - the road safety message can then be delivered.

MI Road Safety ambassadors (plus other competitors / motorsport personalities) can be utilised to assist in delivering the message.

Motorsport provides a facility for young drivers to practice / test their driving skills in a controlled and disciplined environment