



FEDERATION INTERNATIONALE DE L'AUTOMOBILE
REGION I - EUROPE, THE MIDDLE EAST AND AFRICA

PRESS RELEASE

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BACK TO SCHOOL: FIA REGION I LAUNCHES ROAD SAFETY CAMPAIGN ON SCHOOL ZONES

2 September 2024, Brussels – As children prepare for a new year at school, the FIA Region I launches its annual road safety campaign reminding drivers to stay attentive around school zones.

Children do not have the same cognitive abilities as adults, they cannot perceive the speed of a car realistically and can be easily distracted by their surroundings. This year's campaign is a reminder to drivers that anything can happen in school zones, and that they should remain vigilant at all times.

The FIA Region I road safety campaigns focus on a different topic each year, but the key message remains the same: Drive with Care. To achieve Vision Zero, the concept of mutual respect, responsibility and care in road traffic environments have been the cornerstone of the campaigns.

“At FIA Region I, we contribute to a safe mobility culture through our various programmes aimed at children and drivers alike. This year's campaign is launched shortly before our yearly European Traffic Education Contest, which could be described as the Eurovision of traffic safety for children aged 10 to 12. As both a parent and a driver, I'm proud that we are playing our part to improve road safety around schools.” said Laurianne Krid, FIA Region I Director General.

The road safety campaign on child safety in school zones has been translated into 27 languages and will run in 27 countries across Europe, the Middle East and Africa.

The campaign is supported by the FIA Safe and Sustainable Mobility Grants Programme and will run until September 2025.

About the FIA Region I

Founded in 1904, the Fédération Internationale de l'Automobile (FIA) brings together leading national motoring organisations from 146 countries worldwide and is the governing body for world motor sport. The FIA Region I office, based in Brussels, is a consumer body comprising 100 Mobility Clubs that represent over 40 million members from across Europe, the Middle East and Africa.

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