



## Choose **ESC!**

Every day when driving, you encounter a multitude of potentially dangerous situations. Nearly one-third of all UK road accidents involve someone who is working. To help prevent accidents occurring in the first place it is essential to get the best from life saving vehicle technology.



## Choose ESC!

Under the health & safety Duty of Care Act as an employer you now have an obligation to ensure that your employees are properly trained in the equipment they use for work – this includes the motor vehicle.

Rockingham takes road safety very seriously, and as part of our development as the UK's Automotive and Technology Education Centre we have partnered with BOSCH, RoadSafe and the Department for Transport (DfT) to offer professional driver training courses as part of the Driving for Better Business programme, which aims to reduce the number of work related accidents on UK roads.

A major part of the programme is the EU-wide Choose ESC! campaign, aimed at educating participants about the life-saving Electronic Stability Control (ESC) technology. Research indicates that vehicles equipped with ESC are 25% less likely to be involved in a fatal accident, than those without ESC.

## Course Details

All courses last half a day and times are as follows:

Morning: 08:30 to 14:00  
Afternoon: 12:30 to 17:30

Lunch and refreshments are provided. Each delegate will receive a certificate on the completion of the course.

Further courses or bespoke driver training packages are also available.

**“I urge anyone thinking of buying a new car to consider the safety benefits that ESC could bring”**

former Roads Minister, Dr Stephen Ladyman



## The Benefits of ESC

A classroom module aimed at health and safety professionals, HR personnel, fleet managers and company decision-makers, our Choose ESC! seminar helps you to understand what the new legislation and advances in technology mean for your business.

### Driving for Better Business Choose ESC! Seminar

- What is Choose ESC! and how does it work?
- The business case: road safety and the cost of ownership
- Legislation: your duty of care, and the Corporate Manslaughter Act
- Your company vehicle policy and ESC
- ESC demonstration

## Hands-on training

Designed for all businesses our Choose ESC! practical training courses use our state of the art Wet Grip facility - the only one in the UK - for driving activities which help the business driver to understand the benefits of ESC technology and to put into practice the accident avoidance methods taught on the course.

### Driving for Better Business Choose ESC! Car

- Driving with and without ESC
- Anti-lock braking systems, traction control, stability control and brake assist technology
- Driving behavior with ESC technology
- ESC/driver interfaces
- Your company vehicle policy explained
- The future

### Driving for Better Business Choose ESC! Van

- Driving with and without ESC
- Load adaptive control and hill-hold control technology
- Anti-lock braking systems, traction control, stability control and brake assist technology
- Driving behavior with ESC technology
- ESC - driver interfaces
- Your company vehicle policy explained
- The future