



# Three letters that can save your life

Demo drive shows how ESP can keep you on the straight and narrow

IT is a term we should get used to – it could save your life.

ESP (Electronic Stability Program) is not conducive to an immediate understanding of what it really does.

But that should not deter us from learning about this electronic aid, which helps a driver avoid losing control of their vehicle.

It can have such a profound effect on your car's ability to avert danger that experts reckon it could save as many as 4,000 lives a year across Europe if it were fitted to more cars.

The problem is that the aid is called so many different things (ESC, ASTC, DSC, DSTC, PSM, VDCS, VSA, VSC and ASTC) by so many companies, it leads to utter confusion.

Surely it's time they all called it the one thing?

Anyway, the reason you are reading about this at all is because Ford set up a test with their newly-revised Focus at Mondello Park yesterday to show how ESP works. The Focus now has ESP as standard.

Michael Sheridan was there on our behalf and here's what he had to say:

"We put it through a number of tests to see how Electronic Stability Program works in adverse driving situations. We also tried the same course in a Focus without ESP and the result was profound."

Ford also used the occasion to help the FIA foundation kick-start the 'Choose ESC!' (Electronic Stability Control) awareness campaign.

Ford's brake control technical expert Peter Zegelaar said this week:

"The first step in protecting vehicle occupants, after getting them to buckle up, is to find ways to reduce the

likelihood that the driver will lose control of the vehicle, keeping the vehicle on the road and avoiding the crash altogether."

He added: "Once control has been lost, it is very hard for the driver to steer the vehicle safely. The Electronic Stability Program (ESP) helps the driver in those situations."



Stay in control... experts reckon ESP could save as many as 4,000 lives a year across Europe

## Idiot's guide: what exactly is an Electronic Stability Program (ESP)?

ELECTRONIC Stability Program (ESP) is an electronic aid that helps a driver avoid losing control of their vehicle.

If it detects a deviation of the vehicle's motion from the driver's intended path, it briefly brakes one or more wheels. It can also reduce engine power if required.

The system helps a driver to get his vehicle back on the desired path and helps the driver in avoiding accidents.