

## ESV-Konferenz 2007

### GERMANY

Rodolfo Schoeneburg

DaimlerChrysler AG, Mercedes Car Group

Rodolfo Schoeneburg realized very early, the great potential in integration of passive and active safety. Under his leadership, the crash safety system PRE-SAFE made its breakthrough and he expedited the approval of this innovative system for production in 2000. PRE-SAFE was the first step for a new direction in Mercedes Benz in the vehicle safety area that resulted in many further developments and innovations. Rodolfo Schoeneburg's various activities to communicate the ideas of preventive safety were fundamental to the success of this trendsetting direction for vehicle safety. He was the driving force in connecting the functions of Electronics Driver assistance, active safety and passive safety.

During the last 20 years, the work of Dr. Schoeneburg has contributed immensely to increase the safety of road users. His dedication to the field of vehicle safety beginning with his doctoral work has continued to-date in safety innovations and use of fundamental tools and innovative technologies in the department for vehicle safety at Mercedes Benz.

He received many international awards for his extraordinary work in the area of preventative occupant safety. For his numerous contributions in improving vehicle safety and for his extraordinary work in protecting the lives of road users, Dr. Rodolfo Schoeneburg is receiving this Award for Safety Engineering Excellence.