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Recent Safety Updates

3/21/2013 - ASC Presents Pathfinder Award to Dr. Rodolfo Schoneburg

Automotive Safety Council Honors Safety Innovator at Annual General Meeting

REUNION, Fla., March 28, 2013 /PRNewswire/ -- The Automotive Safety Council held its 52nd Annual General Membership meeting at the Reunion Resort and Club March 20-24th. The Automotive Safety Council (ASC) is a non-profit organization, founded in 1961, with a mission of enhancing automotive safety globally through the development, production and implementation of the latest automotive safety equipment to prevent crashes, protect occupants and pedestrians in a collision and to notify emergency responders after the collision as necessary. The mission utilizes voluntary, regulatory and legislative-directed implementation of these lifesaving products to make them available to the most people at the lowest cost to prevent the greatest number of injuries and fatalities. ASC's members are the leading global automotive safety system manufacturers, their suppliers and industry experts.

The Annual General Meeting is the highlight of the year when world-class automotive safety speakers from around the world present the latest in auto safety technology and trends. This year the Council was pleased to have Prof. Dr. Rodolfo Schoneburg, Director of Safety and Durability Engineering, Mercedes-Benz Cars, Daimler AG. Dr. Schoneburg has spent his entire career advancing automotive safety technology and was the driving force in development of the Mercedes-Benz *Pre-Safe* safety concept, now standard on all Mercedes vehicles. Going forward, Dr. Schoneburg is again on the cutting-edge of safety with the development of new radar- and camera-based accident prevention and mitigation technologies. The ASC is proud to have one of the world's leading safety innovators as the latest recipient of its *Pathfinder Award*.

Steve Fredin was elected Chairman of the Board of Directors; and Mark Wehner as Vice-Chairman. The Board of Directors elected Douglas Campbell, President; Jill Mulholland, Secretary-Treasurer and Kevin McMahon, Legal Counsel.

The Council presented its prestigious *Pathfinder Award* for the advancement of automotive safety to Professor Dr. Rodolfo Schoneburg, Director of Safety and Durability Engineering, Mercedes-Benz Cars, Daimler AG. Dr. Schoneburg has spent his entire career advancing automotive safety technology and was the driving force in development of the Mercedes-Benz *Pre-Safe* safety concept, now standard on all Mercedes vehicles. Going forward, Dr. Schoneburg is again on the cutting-edge of safety with the development of new radar- and camera-based accident prevention and mitigation technologies. The ASC is proud to have one of the world's leading safety innovators as the latest recipient of its *Pathfinder Award*.

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About ASC

The ASC was founded in 1961 as the American Seat Belt Council to assist in establishing uniform production and quality standards for seat belts. With the introduction of airbags, the name was changed to Automotive Occupant Restraints Council (AORC) in 1988 to better represent its diverse membership. In 2011, the organization became the Automotive Safety Council as the membership expanded to include suppliers of Active Safety products which include braking and steering systems that, when coupled with advanced sensors, prevent accidents. The organization is international and includes manufacturers and suppliers of airbags, airbag components, seat belts, automotive seating and interior safety components, child seats, braking systems, steering systems and electronics.

Nearly 90 percent of the Active, Passive, Child and Interiors safety industry manufacturers and suppliers are ASC members. The Council now speaks for the industry, representing its interests and presenting its views on any and all national and international levels.

The Council and its members have been active in promoting safety through numerous activities including saved by the belt, saved by the bag, click it or ticket, state seat belt laws, technology fairs, annual technology meetings, child seat installation demonstrations and training, children in the back seat campaign and many more.

The Council has a presence in Washington, D.C., providing greater attention to important regulatory and legislative affairs. Additionally, with the increasing globalization of our industry, ASC is becoming more international in focus.

The Council operates under the guidance of a Board of Directors and an Executive Committee with a President and Administrator to carry out the day to day business of the organization.

The Automotive Safety Council has eleven committees including nine focusing on technical issues and two others to handle public education and government relations. The work of these committees benefits all members and the entire industry. We work with many government agencies on standards, technology and safety issues. We provide comments and petitions to the NHTSA and information to the Congress as needed in considering legislation. We are not a lobbying organization – we are an educator and information provider. We work closely with other industry associations, such as the Insurance Institute for Highway Safety, the Alliance of Automobile Manufacturers, Global Automakers, Advocates for Highway and Auto Safety, the National Safety Council and the Automotive Recyclers Association.

Mission Statement

Mission Statement

The mission of the Automotive Safety Council is to improve the safety of people through out the world through the development, production and implementation of the latest automotive safety equipment by preventing accidents, protecting occupants and pedestrians when in a collision and to notify emergency responders after the collision when necessary. The mission utilizes voluntary, regulatory and legislative directed use of these life saving products in order to make it available to the most people in the lowest cost manner to save the most people from injuries and fatalities.

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