



## The FIA and Essilor join forces to fight road death and injuries

- **Poor vision recognised to be among the major risk factors for road safety**
- **80% of all vision impairments can be prevented**
- **3-year partnership between Essilor and the FIA to increase awareness and highlight the importance of regular eye check for safe driving**

**2 September 2017 – The Fédération Internationale de l'Automobile (FIA) and Essilor announced today the signature of a 3-year partnership on road safety. Within the “FIA Action for Road Safety” campaign, Essilor and the FIA will promote good vision as a key pillar of road safety through wide awareness reaching campaigns.**

According to the World Health Organization, every year, 1.25 million people are killed in road crashes around the world and 50 million more are left seriously injured. Road safety begins with good vision, which is the most important sense to take decisions on the road. But public awareness is low and access to quality eyeglasses remains limited in many regions of the world. In addition, many drivers are not aware of the need to protect their vision from glare in sunny conditions or when driving at night.

The purpose of the 3-year partnership between Essilor and the FIA is to fight the lack of awareness on this global health issue and highlight the importance of regular eye check for safe driving. It aims at promoting the “Check your vision” call to action among local authorities, institutions, NGOs, eye care & medical professionals, and driving schools.

### **“Check your vision”, a vital New Golden Rule**

The recent announcement by the FIA on 8 May of a New Golden Rule, “Check your vision”, also represents a major step in raising awareness on poor vision as a major public health issue. It will add on to the FIA's existing Golden Rules for road safety on other key risk factors such as speed, alcohol, seatbelt (e.g. “Obey the speed limit”, “Never drink and drive”, “Buckle up”, etc.).

Essilor will endorse road safety by providing messages, data and analysis to support FIA's communications on the crucial role of vision in the fight against road death. It will also further reinforce its products range based on the drivers' specific needs. Additionally, Essilor will continue to leverage innovation as a way to better correct and protect the vision of vulnerable road users (pedestrians, cyclists, etc.).

*“I am delighted to welcome Essilor as a partner of the FIA Action for Road Safety campaign. Vision is of critical importance to take decisions when driving. I look forward to working with Essilor to promote this important message worldwide”,* said FIA President Jean Todt.

Laurent Vacherot, Essilor President and Chief Operating Officer, stated: *“We are very excited to join forces with the FIA to create such a partnership. Together, we will work towards raising awareness and providing people with good vision across the world to have safer drivers and safer roads. Today, it is estimated that nearly one driver out of five drives without an adequate correction, which is a major risk factor for road safety. Through this partnership, Essilor is taking a step further in the Group's mission: improving lives by improving sight.”*

Through this partnership, Essilor and the FIA are combining two objectives into one common ambition for the greater good: ensuring safe mobility for all across the world by improving people's sight.



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**ABOUT THE FIA**

The Fédération Internationale de l'Automobile (FIA) is the governing body for world motor sport and the federation of the world's leading mobility organisations.

Founded in 1904, with headquarters in Paris and Geneva, the FIA is a non-profit organisation. It brings together 245 Mobility and Sport Clubs from 144 countries on five continents. Its Member Clubs represent over 80 million road users and their families.

The FIA promotes safe, sustainable and accessible mobility for all road users around the world.

**ABOUT ESSILOR INTERNATIONAL**

The world's leading ophthalmic optics company, Essilor designs, manufactures and markets a wide range of lenses to improve and protect eyesight. Its mission is to improve lives by improving sight. To support this mission, Essilor allocates more than €200 million to research and innovation every year, in a commitment to continuously bring new, more effective products to market. Its flagship brands are Varilux®, Crizal®, Transitions®, Eyezen™, Xperio®, Foster Grant®, Bolon™ and Costa®. It also develops and markets equipment, instruments and services for eyecare professionals.

Essilor reported consolidated revenue of more than €7.1 billion in 2016 and employs 64,000 people worldwide. It markets its products in more than 100 countries and has 33 plants, 490 prescription laboratories and edging facilities, as well as 5 research and development centers around the world (as of December 31, 2016).

For more information, please visit [www.essilor.com](http://www.essilor.com).

The Essilor share trades on the Euronext Paris market and is included in the Euro Stoxx 50 and CAC 40 indices. Codes and symbols: ISIN: FR0000121667; Reuters: ESSI.PA; Bloomberg: EI:FP.