FIA & JC DECAUX

“3500 LIVES” CAMPAIGN

Niall Carty
FIA Head of Road Safety Advocacy
In partnership with JCDecaux, the number 1 outdoor advertising company worldwide

70 countries around the world

13 ambassadors from sport, entertainment or cities.

10 Golden Rules on key risk factors for road users

Link to FIA Manifesto for Global Road Safety
13 AMBASSADORS

ANNE HIDALGO
NICO ROSBERG
VANESSA LOW
WAYDE VAN NIEKERK
FERNANDO ALONSO
PHARRELL WILLIAMS
MICHELLE YEOH
RAFAEL NADAL
YOHAN BLAKE
ANTOINE GRIEZMANN
FELIPE MASSA
MARC MÁRQUEZ
HAILE GEBRESELASSIE
MANIFESTO FOR GLOBAL ROAD SAFETY

- Ambitious targets
- Better infrastructure
- Safer vehicles
- More effective laws
- Stop speeding
- Tackle drink-driving
- Improved data collection
- UN Fund for Road Safety
- Private sector support
- Increased coordination

TODAY, 3,500 PEOPLE WILL DIE ON THE ROAD...

MAKE ROAD SAFETY A PRIORITY

ANNE HIDALGO
MAYOR OF PARIS AND CHAIR OF C40

SUPPORT THE FIA’S MANIFESTO FOR GLOBAL ROAD SAFETY AT FIA.COM

#3500LIVES
Launched on 10 March at Place de la Concorde in Paris.

Social Media promotion by the Ambassadors.

Campaign carried out together with FIA Clubs and FIA Foundation.

International Olympic Committee supporting via its channels.