

## Press Release

2018 DEKRA Vision Zero Award

# Eight Years without a Traffic Fatality: Award for Bad Homburg, Germany

- Objective of zero traffic fatalities is being achieved in many cities
- Interactive maps can be found at [www.dekra-vision-zero.com](http://www.dekra-vision-zero.com)
- Town councilor: "People of our town conscientious and vigilant road users"

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**The town of Bad Homburg in the German federal state of Hesse has been honored with the 2018 DEKRA Vision Zero Award to mark eight years in succession without a single fatality on its roads. This is the third time that the leading international expert organization has given out this award. The award-winning town was named in Brussels as part of DEKRA's annual reception.**

"More than 25,000 people died last year in road accidents in the European Union. Every single one of these deaths is one too many. However, the goal of zero traffic fatalities is not some Utopian vision, as the winners of our DEKRA Vision Zero Awards regularly prove," said DEKRA CEO Stefan Kölbl when presenting the prestigious award. "Even though we still have a long way to go to achieve Vision Zero at a global level, it is already a reality in many urban areas throughout Europe. To get ever closer to achieving this goal in even more towns and cities as well as outside our urban centers, it is vital that we continue with our efforts."

Bad Homburg town councilor Lucia Lewalter-Schoor, who was originally scheduled to accept the award but couldn't attend due to an ongoing police operation at Cologne Central Station, commented, "I am delighted to have received this award, but the real winners are the people of Bad Homburg – after all, they are the ones using our roads conscientiously and vigilantly. This award from DEKRA is also testament to the effective and target-oriented collaboration among traffic planners, road traffic authorities and the police in our town."

To update the interactive world map at [www.dekra-vision-zero.com](http://www.dekra-vision-zero.com), DEKRA Accident Research continuously evaluates the latest available accident statistics. For many countries in Europe as well as for the USA and Japan, the map shows the towns and cities with over 50,000 inhabitants that have achieved the goal of zero traffic fatalities in at least one year since 2009. Bad Homburg has a population of almost 54,000.

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### **About DEKRA**

*DEKRA has been active in the field of safety for more than 90 years. Founded in 1925 in Berlin as Deutscher Kraftfahrzeug-Überwachungs-Verein e.V., it is today one of the world's leading expert organizations. DEKRA SE is a subsidiary of DEKRA e.V. and manages the Group's operating business. In 2017, DEKRA generated sales totalling more than 3.1 billion Euros. The company currently employs more than 44,000 people in more than 50 countries on all five continents. With qualified and independent expert services, they work for safety on the road, at work and at home. These services range from vehicle inspection and expert appraisals to claims services, industrial and building inspections, safety consultancy, testing and certification of products and systems, as well as training courses and temporary work. The vision for the company's 100th birthday in 2025 is that DEKRA will be the global partner for a safe world.*