

Press Release

2019 DEKRA Vision Zero Award

Seven Years With No Traffic Fatalities: Award for German city of Lüdenscheid

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Corporate
Communications
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- Objective of zero traffic fatalities being achieved in many cities worldwide
- Interactive maps featuring 25 countries at www.dekra-vision-zero.com
- Mayor: "A joint success for councilors, administrators and citizens"

www.dekra.com/en/press

The city of Lüdenscheid in North Rhine-Westphalia, Germany, has been presented with the DEKRA Vision Zero Award. The DEKRA road safety experts are recognizing the city's achievement of zero traffic fatalities in seven consecutive years from 2012 to 2018. This is the fourth time that the leading international expert organization has presented this award at its annual event in Brussels. Mayor Dieter Dzewas accepted the award from DEKRA CEO Stefan Kölbl.

For the interactive world map at www.dekra-vision-zero.com, the DEKRA experts continuously evaluate the latest available accident statistics. For many European countries, the USA, Japan and now also Canada, Mexico and Australia, the map shows the towns and cities with over 50,000 inhabitants that have achieved zero traffic fatalities in at least one year since 2009. Lüdenscheid has around 74,000 inhabitants.

"I'm delighted that our efforts to achieve the very highest levels of road safety – particularly for the most vulnerable road users – have been rewarded in this way. This award is a fantastic achievement for the city of Lüdenscheid and was made possible by the outstanding cooperation between councilors, administrators and committed citizens," said Mayor Dzewas on accepting this prestigious award.

"Not just our award-winners, but all the many other towns and cities worldwide are testament to the fact that 'Vision Zero' is not merely some Utopian concept," said DEKRA CEO Stefan Kölbl. "Overall, of course, the ultimate objective of zero traffic fatalities is far from a reality, but our data shows that at least 1,100 towns and cities have already partially achieved this objective within their sphere of responsibility. The fact remains, however, that any traffic fatality is one too many." Kölbl went on to say that we must continue our efforts to get ever closer to achieving zero traffic fatalities in even more towns and cities as well as outside of urban centers.

Date Stuttgart / Brussels, 07 November, 2019 / No. 111-A
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Picture Caption:

Vision Zero Award 1: The city of Lüdenscheid (Germany) has been presented with the DEKRA Vision Zero Award 2019. From left: Matthew Baldwin, EU Road Safety Coordinator, DEKRA Board Member Clemens Klinke, Mayor Dieter Dzewas and DEKRA CEO Stefan Kölbl.

Vision Zero Award 2: The city of Lüdenscheid (Germany) has been presented with the DEKRA Vision Zero Award 2019. From left: DEKRA CEO Stefan Kölbl, Mayor Dieter Dzewas and DEKRA Board Member Clemens Klinke.

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 2018, DEKRA generated estimated sales totaling more than 3.3 billion euros. The company currently employs more than 45,000 people in approximately 60 countries on all six 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.