

Fundación Cepsa promotes road safety awareness among young people in Madrid

- **The foundation organized a day of education and practical training for more than 50 young people in the region**
- **The aim is to raise awareness of the dangers of driving under the influence of alcohol and drugs and of using mobile phones at the wheel**
- **The event saw collaboration from other entities, such as Línea Directa Foundation, Tomillo Foundation, AESLEME and Motorpress**

Fundación Cepsa has organized a road safety awareness day for over 50 young people from Madrid at the Ilunion High Performance Driving Training Centre in Brunete, Madrid. The aim of the initiative is to raise awareness among young people and adolescents about the negative effects of alcohol and drug consumption on the psychophysical state of the driver, and of the increase in distractions caused by the use of mobile phones while driving.

During the day of education and practical training, the young people took part in different awareness-raising activities. Students received information on aspects related to distractions at the wheel and their impact on the increase in the number of accidents. Road trainers focused on the risks of handling a mobile phone while driving, as distractions are the cause of one in three deadly accidents on the road. Students were made aware of the negative effects of the consumption of alcohol and drugs on driving, since it dangerously affects the psychophysical state of the driver, from the first intake, how it increases reaction time and reduces the field of vision on the road.

Cristina Ortiz, operational director of Fundación Cepsa, emphasized: "Safety is one of the core fields of action of Fundación Cepsa. Through activities like this, we seek to raise awareness about the importance of road safety, and what better way than with young people who will be drivers in the near future."

During the day, which saw the collaboration of Cepsa professionals who participated as volunteers, the young people from Madrid had the experience of being co-drivers in different situations: the trainers simulated driving under the effects of alcohol and drugs, and their negative impact both on the anticipation of obstacles, as well as on the dangerous increase in braking distance and on handling curves. In another test, the students drove karts, first with normal visibility and then with glasses simulating alcohol

consumption, where they experienced first-hand its dangerous impact on driving performance.

The event saw collaboration from other entities, such as Línea Directa Foundation, represented by its General Director Francisco Valencia, Tomillo Foundation and Motorpress Ibérica. In addition, a traffic accident victim from the Association for the Study of Spinal Cord Injuries (AELESME) shared their own personal experience with the participants.

Madrid, May 13, 2019

Fundación Cepsa

info@fundacioncepsa.com

www.fundacioncepsa.com