**Sign up now for important debate and press conference on road safety**

Goodyear is excited to announce that Daniel Vankov, Chairman at Open Youth Institute for Research, Education and Development will be joining the other experts on the digitally broadcast roundtable which is scheduled for 2nd of October.

Don’t miss out on the latest findings into parents’ attitudes to road safety, novice drivers and driving education.

During the event, the new edition of Goodyear’s White Paper ‘Driving Safety First’, which contains new insights on parents ‘attitudes to road safety, will be revealed. Goodyear will present the results of its research into the attitudes of 6805 parents across the EMEA region, and their positions on road safety, driving education and novice drivers.

The findings will be discussed by leading experts in road safety, psychology and parenting.

**Our panel of experts also include:**

* Olivier Rousseau, Vice President, Consumer Tires, Goodyear EMEA
* Eszter Salamon, President, The European Parents Association
* John Lepine, President, The European Driving School Association
* Dr Chris Tennant, London School of Economics
* Representative, Belgium Institute for Road Safety (tbc)

The roundtable will commence 10.00 am (UTC+01:00) with a revelation of Goodyear’s’ findings, followed by a presentation by the panellists and a discussion. The discussion, which will be moderated by journalist Annie Kelly from The Guardian, will be followed by an open Q&A session. You will have the opportunity to discuss the insights with the panellists.

We believe your role gives you a unique insight into this topic and would therefore be extremely honoured if you were to join our roundtable discussion.

Join this important and exciting debate, by clicking here: [www.goodyear.eu/conference](http://www.goodyear.eu/conference). The link will lead you to the audio and webcast details you need to follow this debate online.

Please RSVP to: [lbrummer@reputation-inc.com](mailto:lbrummer@reputation-inc.com)