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# Lewis Hamilton launches road safety scheme

[Dec 7 2009](#) By Emma Heseltine

A NEW road safety scheme was launched by British Formula One star Lewis Hamilton in Weybridge on Sunday (December 6).

The RoadSense initiative was developed by Mercedes-Benz and was piloted at Mercedes-Benz World Museum and showroom in Sopwith Drive, Weybridge.

It also has the support of Surrey Fire and Rescue Service, Surrey County Council and Surrey Police, and has already been tried out by students from Woking High School.



At the launch event, Lewis said: "I am pleased to be supporting RoadSense, it's a great initiative that will hopefully benefit young people and improve road safety nationwide as it rolls out in the future.

"Whether a pedestrian, passenger or driver, we all have a responsibility to road safety when out on the road, so it's great to see that Mercedes-Benz have created a course that will hopefully get young people thinking about it from an early age.

"It is a great thing for young kids to come here and at least raise awareness.

"Hopefully they'll come here and they'll walk away with a little bit more knowledge which will equip them even better for when they take their own driving lessons and tests."

The scheme is the first of its kind to offer schoolchildren from as young as 14, the chance to learn about road safety from the perspectives of drivers, passengers and pedestrians.

It is open to all students between 14 and 18, and the company hopes to roll it out nationwide from next year.

Ian Dyson, assistant chief constable at Surrey Police, said: "We are delighted to support the launch of the RoadSense initiative as it complements our Drive SMART campaign, which works to improve driving practices and challenges anti-social driving.

"Hopefully together, we can cut the number of road casualties in the county by a significant amount, just by educating young people."

The scheme allows youngsters to have hands-on driving experience, as well as teaching them in the classroom about safe driving.

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