



**BEST SAFETY  
INNOVATIONS**

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**Euro NCAP Reveals Best Safety Innovations  
at 2010 Paris Motor Show**

Euro NCAP presented the first Euro NCAP Advanced rewards at a press conference held on October 1st 2010 at the Paris Motor Show. Ten technologies developed by car manufacturers were rewarded for offering scientifically proven safety benefits. The 2010 rewarded advanced technologies are: Audi Side Assist, BMW Assist Advanced eCall, Honda Collision Mitigation Braking System (CMBS), Mercedes-Benz PRE-SAFE® and PRE-SAFE® Brake, Opel Eye, Peugeot Connect SOS and Citroën Localized Emergency Call, Volkswagen Lane Assist as well as Volvo City Safety. Available material includes video and still images of the 2010 rewarded advanced technologies models.

