



FEDERATION INTERNATIONALE DE L'AUTOMOBILE  
REGION I - EUROPE, THE MIDDLE EAST AND AFRICA

## **PRESS RELEASE**

UNDER EMBARGO UNTIL 15 SEPTEMBER 2025, 09:00AM CET

### **"STAY IN CONTROL": FIA REGION I LAUNCHES ROAD SAFETY CAMPAIGN ON DRIVING UNDER THE INFLUENCE**

15 September 2025, Brussels – The FIA Region I launches its annual road safety campaign with a strong message: "Stay in Control". This year's focus is on the dangers of driving under the influence. Whether it's any substance that impairs your judgment or even fatigue, the consequences can be devastating. The campaign is a clear reminder that when you're under the influence, you're not in control – and that puts everyone on the road at risk.

The FIA Region I road safety campaigns focus on a different topic each year, but the key message remains the same: Drive with Care. To achieve Vision Zero, the concept of mutual respect, responsibility and care in road traffic environments has been the cornerstone of the campaigns.

"Driving is a responsibility that demands our full attention and capacity, and even small amounts of alcohol, drugs, or fatigue can severely impair our ability to react, make decisions, and keep ourselves and others safe. Staying in control means recognising these risks and making the right choice before getting behind the wheel. By committing to sober and alert driving, we protect not only our own lives but the lives of everyone we share the road with.", said Diogo Pinto, FIA Region I Acting Director General.

The road safety campaign on driving under the influence has been translated into 26 languages and will run in 30 countries across Europe, the Middle East and Africa.

The campaign is supported by the FIA Foundation and the FIA Safe and Sustainable Mobility Grants Programme and will run until September 2026.

#### **About the FIA Region I**

Founded in 1904, the Fédération Internationale de l'Automobile (FIA) brings together leading national motoring organisations from 146 countries worldwide and is the governing body for world motor sport. The FIA Region I office, based in Brussels, is a consumer body comprising 103 Mobility Clubs that represent over 41 million members from across Europe, the Middle East and Africa.

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