



## PRESS RELEASE

Rome, 26th June 2019

# “METTIAMOCI IN SICUREZZA” THE NEW CAMPAIGN ABOUT LEGALITY AND ROAD SAFETY IS LAUNCHED

***Promoted by IPS, with Viasat’s technological support and the collaboration of the Local Police offices that have joined the initiative***

About 3 million uninsured vehicles are circulating in Italy, equal to 6.3% of the Italian car fleet, up to over 10% in the south of the country. At least 16% of the vehicles are uninspected, to which we must add the number of stolen vehicles (*over 147 thousand a year*). This is the alarming report presented by ANIA, the National Association of Insurance Companies.

To counter what is a real social calamity, the campaign “**Mettiamoci in Sicurezza**” ([www.mettiamociinsicurezza.it](http://www.mettiamociinsicurezza.it)) (“Let’s get safe”), has been promoted and launched by IPS - **I Professionisti della Sicurezza** ([www.iprofessionistidellasicurezza.it](http://www.iprofessionistidellasicurezza.it)), a non-profit association working on these issues since 2016, with the aim of promoting good practices, legality and road safety. In particular, the social campaign will provide, for 2 months, 10 free Street Control kits to the Municipal Local Police offices that will request them, thanks to its technological partnership with Viasat. With the help of a high-sensitivity camera, the system can read up to 100 license plates per second, processing the images detected and querying the databases to identify any vehicles that are uninsured or potentially dangerous to citizens due to other irregularities.

“There always has been a tendency not to do enough in terms of safety, as the statistics show” **explains Dr. Monica Di Sante, Criminologist and President of IPS - I Professionisti della Sicurezza**. “In continuity with the activities that we have been carrying out for years, we have decided to launch this campaign with the aim of targeting, in particular, the provinces with the greatest risk of road accidents involving uninsured vehicles, those with the highest accident rate, according to the IVASS regulation no. 37/2018, or the areas with a higher estimated presence of uninsured and uninspected vehicles”.

The results of this campaign will be disseminated through:

- **Free training and information events**, reserved for those local police operators and city administrators who wish to explore the phenomenon and work together to make their territories safe, knowing that such behaviors are detrimental to the economy of their cities, also in terms of lower perceived safety;
- The creation of a “**Premio per la Prevenzione e l’Educazione alla Sicurezza Stradale**” (Prize for Prevention and Road Safety Education), to be awarded to the municipal and police administrations that will achieve tangible results in spreading the culture of legality and improving road safety.

We need not recall that uninsured vehicles contribute to the tragic phenomenon of road piracy (*those who cause an accident often flee to avoid paying the consequences, especially in the absence of insurance cover*). **It is estimated that the accidents with injuries in which the offender has fled are over a thousand**. These people are veritable loose cannons who can inflict serious damage on honest citizens, since car damage following a road accident with a “ghost” vehicle is unlikely to be compensated. The social cost is extremely high, including the allocation of the fund for the compensation of victims, which weighs on the pockets of all honest drivers.

**The campaign will last 2 years, to allow an accurate analysis and validation of the results obtained.**

**For more information: [www.mettiamociinsicurezza.it](http://www.mettiamociinsicurezza.it)**

**Media Relator:**

Paolo Emilio Iacovelli – e-mail: [press@viasatgroup.it](mailto:press@viasatgroup.it) - +39 339.7628288