



## **DRIVING TO THE EXTREME. X GAMES ATHLETES DEMONSTRATE THEIR DRIVING SKILLS ON AN EXTREME SAFETY COURSE TO KICK-OFF X GAMES IN LA**

*With rock n roll music in the air, professional riders on BMX bikes, inline skates and skateboards performed breathtaking jumps and stunts over a 2004 Saturn, the official vehicle of the ESPN X Games, to enthusiastically kick off the eXtreme Safety Challenge. The safe driving skills charity event, sponsored by Motor Trend magazine and Saturn, jump-started an exciting week of ESPN's X Games IX events in Los Angeles.*

([PRWEB](#)) August 13, 2003 -- LOS ANGELES, CA (PRWEB) August, 2003 With rock n roll music in the air, professional riders on BMX bikes, inline skates and skateboards performed breathtaking jumps and stunts over a 2004 Saturn, the official vehicle of the ESPN X Games, to enthusiastically kick off the eXtreme Safety Challenge. The safe driving skills charity event, sponsored by Motor Trend magazine and Saturn, jump-started an exciting week of ESPN's X Games IX events in Los Angeles. The event was capped off with donations to each of the participating athletes' charity of choice.

Along with select media personalities, ESPN X Games athletes such as BMX star Dennis McCoy and skateboard masters Anthony Furlong and Neal Hendrix gathered at the LA Coliseum and buckled up in Saturn ION coupes. The participants first tested their driving skills on the Active Safety course, a series of six stations demonstrating proper use of anti-lock brakes and traction control, as well as lane changes and steering and handling techniques.

After completing the Active Safety course, the participants drove through an Auto Cross course, testing their ability to apply what was just learned. Celebrity coaching and judging was provided by the editors of Motor Trend magazine and professional drivers from the Jim Russell Racing Drivers School.

"Safety and performance go hand in hand," said Motor Trend Editor-in-Chief Kevin Smith. "Whether you are a professional X Games athlete or a professional driver, delivering a peak performance is the result of training and an attention to safety. This program is giving the athletes and media an opportunity to help us drive this important message home in a fun event for charity."

Saturn also donated \$1,000 to the charities of each participating athletes' choice and later awarded a grand prize of \$10,000 to the winning athlete to bolster the donation.

"While it seems like we brought two very different worlds together that of the professional driver and the adventure sports athlete there is a natural relationship between the two when it comes to safety," said Ron Haag, Saturn west region manager. "Regardless of what you do or what you drive, having the right safety equipment and skills training add up to a better performance. At Saturn, we are passionate about vehicle safety and with the help of the X Games athletes and Motor Trend everyone will leave today's event a safer driver."

Participants drove 2003 Saturn ION quad coupes outfitted with anti-lock brakes and traction control as well as a number of standard safety and security features that include dual-stage driver and passenger air bags, front safety belt pretensioners, three-point safety belts for all seating positions and a factory-installed anti-theft



system with remote keyless entry, along with an engine immobilizer, which prevents car theft by shutting off fuel to the engine if the correct ignition key isn't used.

More information about Saturn and its products can be found on [www.saturn.com](http://www.saturn.com).

General Motors (NYSE: GM), the world's largest vehicle manufacturer, designs, builds and markets cars and trucks worldwide, and has been the global automotive sales leader since 1931. GM employs about 355,000 people around the world.



**Contact Information**

**Lisa Lamont**

Hass Ms&I Public Relations

<http://www.saturn.com>

248-705-4512

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).