

# ISA in reality



ISA event European Parliament  
Brussels

Mikael Wik, Technical Manager Sepab

# Sepab Automotive Products

- Founded in 1982
- Main office in Stockholm
- 25 employees in the enterprise
- Develop and manufacture products for automotive aftermarket
- Provider of ISA systems for 15 years

# Some of our customers

Toyota Europe

Nissan Europe

Scania

Volkswagen

Ford

Chrysler

Peugeot

Renault

Volvo

Skandiatransport

PEAB

Wallhamn

KG Knutsson

Mekonomen

Meca

Hellanor

Bertel & Steen

Drammen hamn

KAHA

Onnin OY

M-Real

Kone

Eltel Networks

Ragn Sells

G4S

Gävle Taxi

Relacom

BRING

Big Bag

Hertz

Skanska

Transportstyrelsen

Sirius Humanum

SITA

The Swedish Transport  
Administration

Cities: Stockholm,  
Gothenburg, Västerås  
Örebro, Lunds

And many more...

# History – Sepab and ISA

“Vision Zero” adopted in Sweden  
A picture of a future where people are not killed or seriously injured in road traffic

16.000 systems installed  
in vehicles

Sepab wins the Swedish Transport Administration’s procurement  
and starts developing the first commercial ISA

1996

1999-  
2002

2004

2005

2015

Worlds largest ISA trial - in Sweden

- 10.000 drivers
- 5.000 cars
- 4 cities
- 3 suppliers (one of them Sepab)

Sepab ISA systems fitted in several  
companies and organisations’ fleets

- Swedish road authority
- Taxis
- Buses
- City owned transportation
- Haulage companies
- Garbage trucks

# ISA as part of one integrated in-vehicle telematic system



Seat belt reminder



Vehicle display



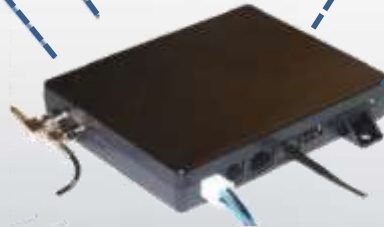
Alcohol interlock



Temperature monitoring



Follow up fuel consumption and CO2 emissions



Central unit



Tachograph

# Benefits of ISA

- Safety
  - If all vehicles were equipped with ISA, injuries would decrease by 20-30%
- Cost benefit
  - Fuel savings
  - Less wear on vehicles and roads
  - Higher awareness of driving behaviour
- Quality control
  - Follow up reports from clients and purchasers
- Environment
  - Less CO2 emissions
  - Less stress – better work environment
  - Physical speed limiters (humps, ...) can be removed



# Today's ISA users

- State, Municipal, Authorities, Swedish Road Administration
- Contractors and sub-contractors to the public sector
- Fleets: both heavy and light transport
- Garbage trucks
- Bus & Taxi
- Trucks
- Service Trucks
- Company cars
- etc ...

# Words from our customers

## Gävle Taxi

- “Better behaviour in traffic”
- “Fuel savings: 7% lower diesel consumption”
- “Perfect tool for those who work with quality, safety and environment”
- “Resistance of the drivers in the beginning - but it is over!”
- “Automatic Eco driving”





# Words from our customers



”We feel that our drivers contribute to a slower pace and fewer traffic accidents”.

No mission is impossible.

**sepab.se**