

# ISA in reality



ISA event Chalmers University  
Gothenburg, Sweden  
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# **Sepab Fordonsprodukter AB**

## **”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, Lund

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



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 - part of an integrated telematic system



Seat belt reminder



Follow up fuel consumption and CO2 emissions



Vehicle display



Alcohol interlock



Temperature monitoring



Main 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 to 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 ...

# Customers opinion about ISA

- Short questionnaire among our largest customers



- A total of ~2000 active vehicles



# Customers opinion about ISA

- Do you demand ISA?
  - Yes! It is a must in procurement processes
- Do you use ISA?
  - Yes! For reporting and follow up on drivers.
- Do you see a future need for ISA?
  - Yes! It is steadily increasing.
- Do you see any problems with ISA?
  - No! Speed maps had poor quality at start but they are good now.

No mission is impossible. **sepab.se**

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