



#Fit Safety as Standard

Safer Vehicles

14 June 2016

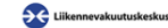
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<http://etsc.eu/projects/isafer/>

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ETSC Network



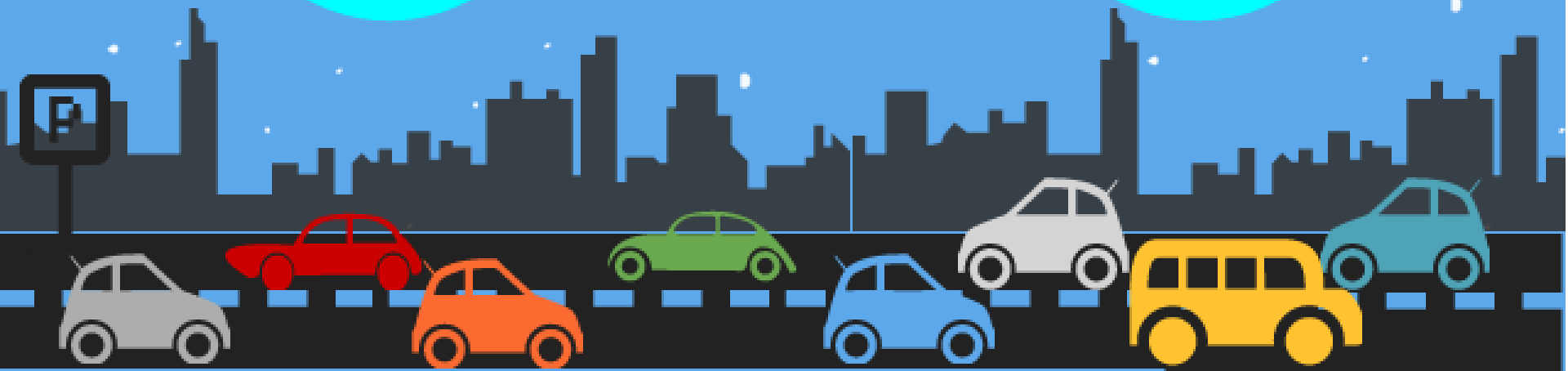
THE EU 2020 TARGET

European Road Safety Programme 2011 - 2020

Halving the number of road deaths

Main goals

Drastically reducing the number of serious injuries



26,300

Recorded killed as a
consequence of road collisions
in 2015 in the EU28

+/- 135,000*

**seriously injured in road
traffic in the EU in 2014**

**As MAIS3+. Estimation from the European
Commission based on data sent by Member
States*

ROAD SAFETY COMPETENCES OF THE EU

- **Vehicle safety standards: exclusive competence** (Article 114 of the EU Treaty)
- **Infrastructure safety and driver behaviour: shared competence** - principle of subsidiarity (Article 5.3 of the EU Treaty).
- Figures would have been significantly higher without vehicle safety measures already taken by the EU
- Last revision of the EU common vehicle safety rules in 2009 with the **General Safety Regulation 661/2009** and **Pedestrian Protection Regulation 78/2009**

VEHICLE SAFETY - ETSC PRIORITIES

linked to the three main killers



- Overridable assisting ISA on all vehicles
- Alcohol interlocks on professional vehicles and a standard interface for all vehicles



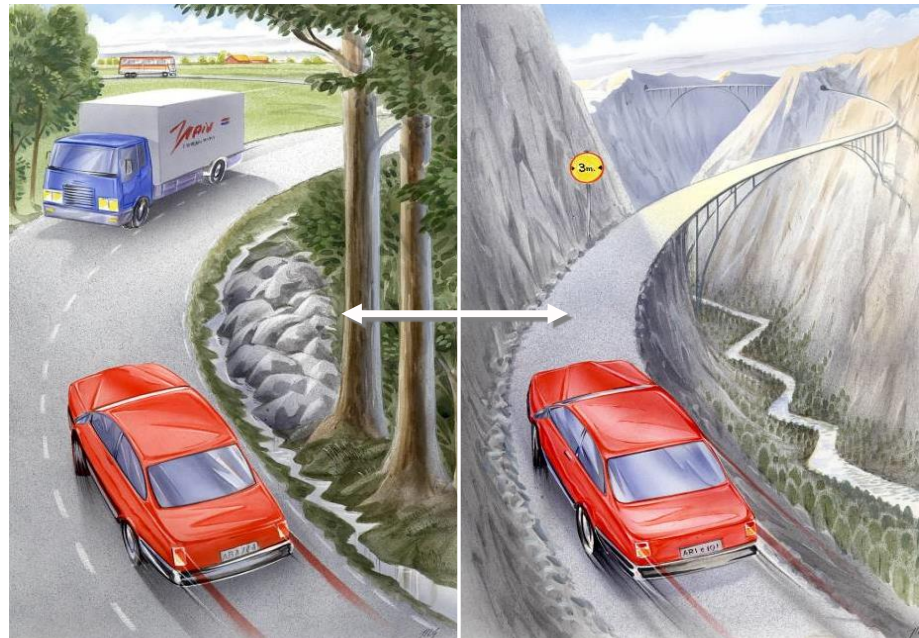
- Seat belt reminders for all passenger seats
- Automated Emergency Braking



We know a lot about speed and risk

“Speed remains a very important risk factor. It has a greater effect on the number of accidents and injury severity than almost all other known risk factors.”

Rune Elvik, *The Power Model of the relationship between speed and road safety: Update and new analyses* (2009)





INTELLIGENT SPEED ASSISTANCE

ISA COULD CUT **COLLISIONS** BY **30%**
AND **DEATHS** BY **20%**



Cars fitted with ISA
could **reduce CO2**
emissions by **8%**



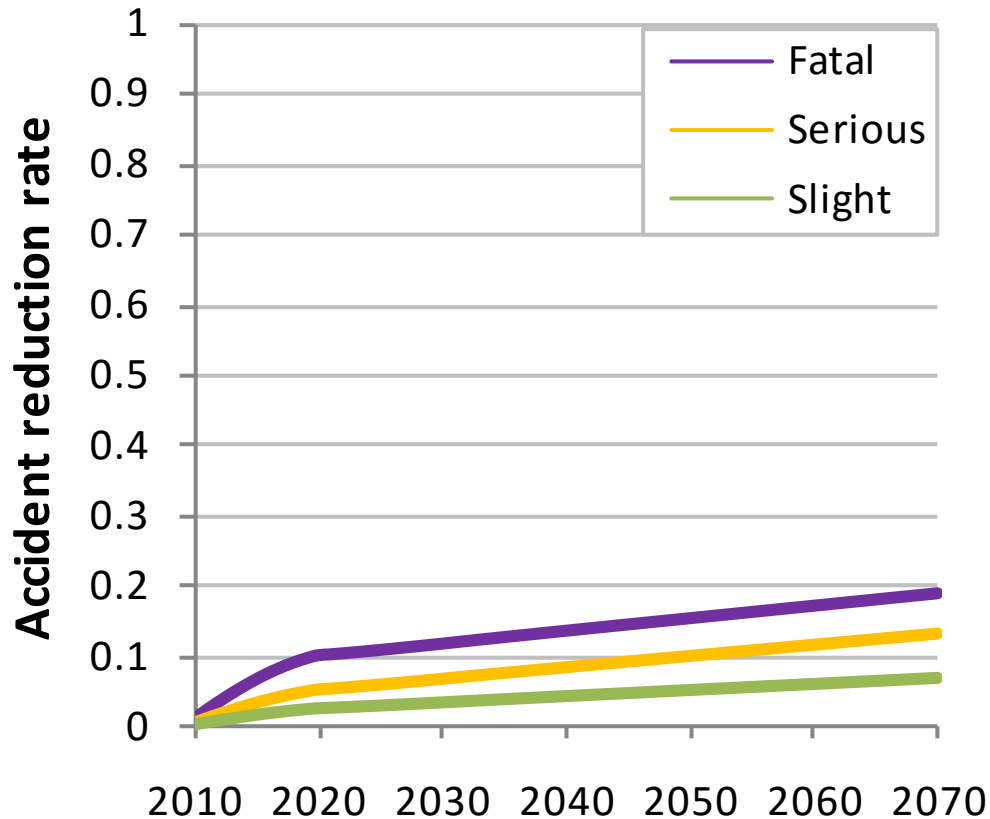
EuroNCAP awards
extra points to
cars fitted with ISA



78% of road users
64% of car drivers
say they support in-vehicle
speed limiters (SARTRE 2012)

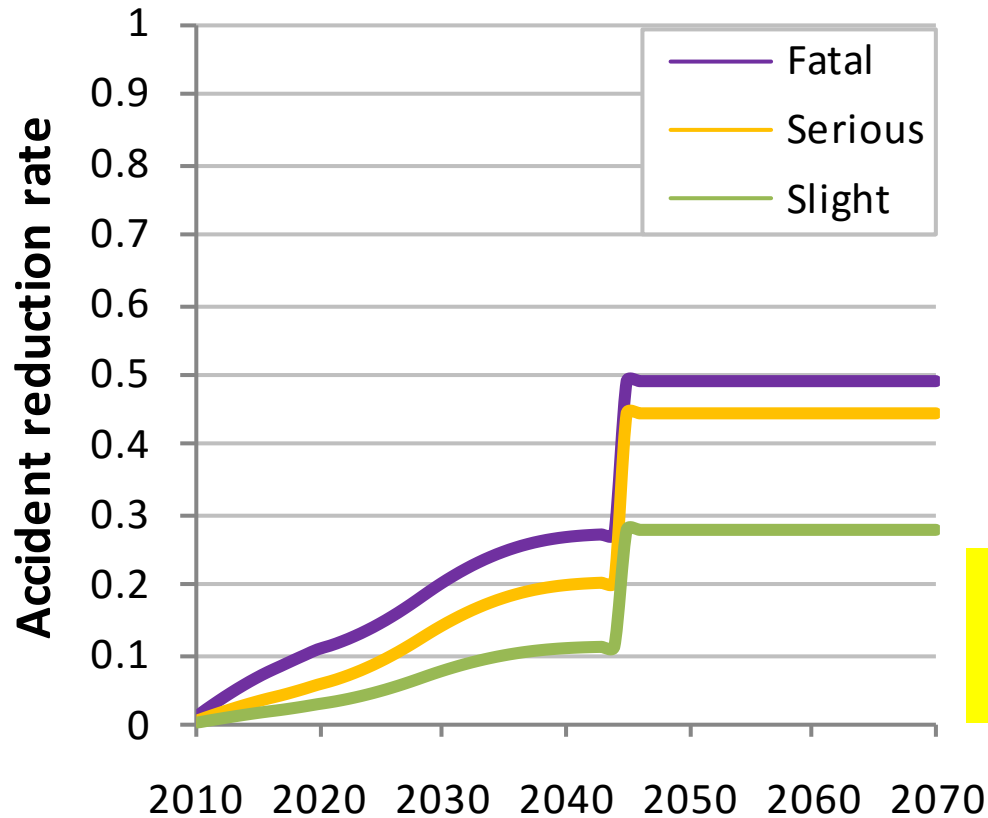
The importance of regulation

GB accidents saved over time for the Market Driven scenario



ISA GB trial 2001-2006
Oliver Carsten

GB accidents saved over time for the Regulation scenario



ISA GB trial 2011-2006
Oliver Carsten

Comparison of predicted outcomes

ISA GB trial 2011-2006
Oliver Carsten

GB collisions from 2010 to 2070

	Slight collisions	Serious collisions	Fatal collisions
Market Driven scenario	4%	8%	13%
Regulation scenario	15%	25%	30%

- Benefit to cost ratios (accidents + fuel + CO₂):
 - Market Driven scenario 3.4
 - Regulation scenario 7.4

Much of the potential of ISA, e.g. to replace traditional and costly traffic calming, was not counted

Evaluation study report



Benefit and Feasibility of a Range of New Technologies and Unregulated Measures in the fields of Vehicle Occupant Safety and Protection of Vulnerable Road Users

Final Report

Written by Author: D Hynd, M McCarthy, J Carroll, M Seidl, M Edwards, C Visvikis,
M Tress, N Reed and A Stevens (TRL)
[March - 2015]



The European Commission commissioned the Transport Research Laboratory (TRL, in the UK) to:

- assess feasibility of a range of new technologies
- for possible inclusion in the revised regulations on vehicle safety (General Safety and Pedestrian Protection)
- Report published in March 2015

TRL Evaluation study on GSR

Active Safety

Code	Measure	Feasible?	BCR	Legislate?	Recommendations/Notes
AEB	Expansion and enhancement of AEB, BAS and LDW to avoid or mitigate collisions, including inter-urban, city and those with VRU	✓	~1	●	Greatest casualty benefit for AEBS is for M1 then N1 vehicles, although cost-benefit less clear than for N2/N3. System cost estimates suggest 'city safety' systems may be getting to the breakeven cost point
ISA	Speed limiters controlled by road speed limit (speed assist, intelligent speed adaptation)	✓	>1	●	BCR>1 for 6 Member States, for voluntary activation (switched on/off by the driver) and mandatory activation, and public acceptability of the systems considered to be growing. BCR higher for mandatory activation system, but both have positive BCR

ISA Positive Benefit / cost ratio (BCR)
Public acceptability growing
Rated green for legislation



To contribute to reducing speed-related road deaths and injuries across Europe.

Promoting the use of Intelligent Speed Assistance (ISA) at European and national level.

FUNDACIÓN MAPFRE



3M

CONCLUSIONS

- ISA is a well-proven technology with very significant safety benefits
- Regulation is necessary to maximise the impact of ISA on casualties reduction
- A legally-binding tool represents the most direct and effective measure the EU has at its disposal to further reduce road casualties.
- Co-decision with European Parliament and Council: we need allies!

#SafetyAsStandard