



European
Automobile
Manufacturers
Association

Vehicle manufacturers

**Stakeholders meeting on vehicle
technologies to enhance road safety**

Brussels, 8 March 2013

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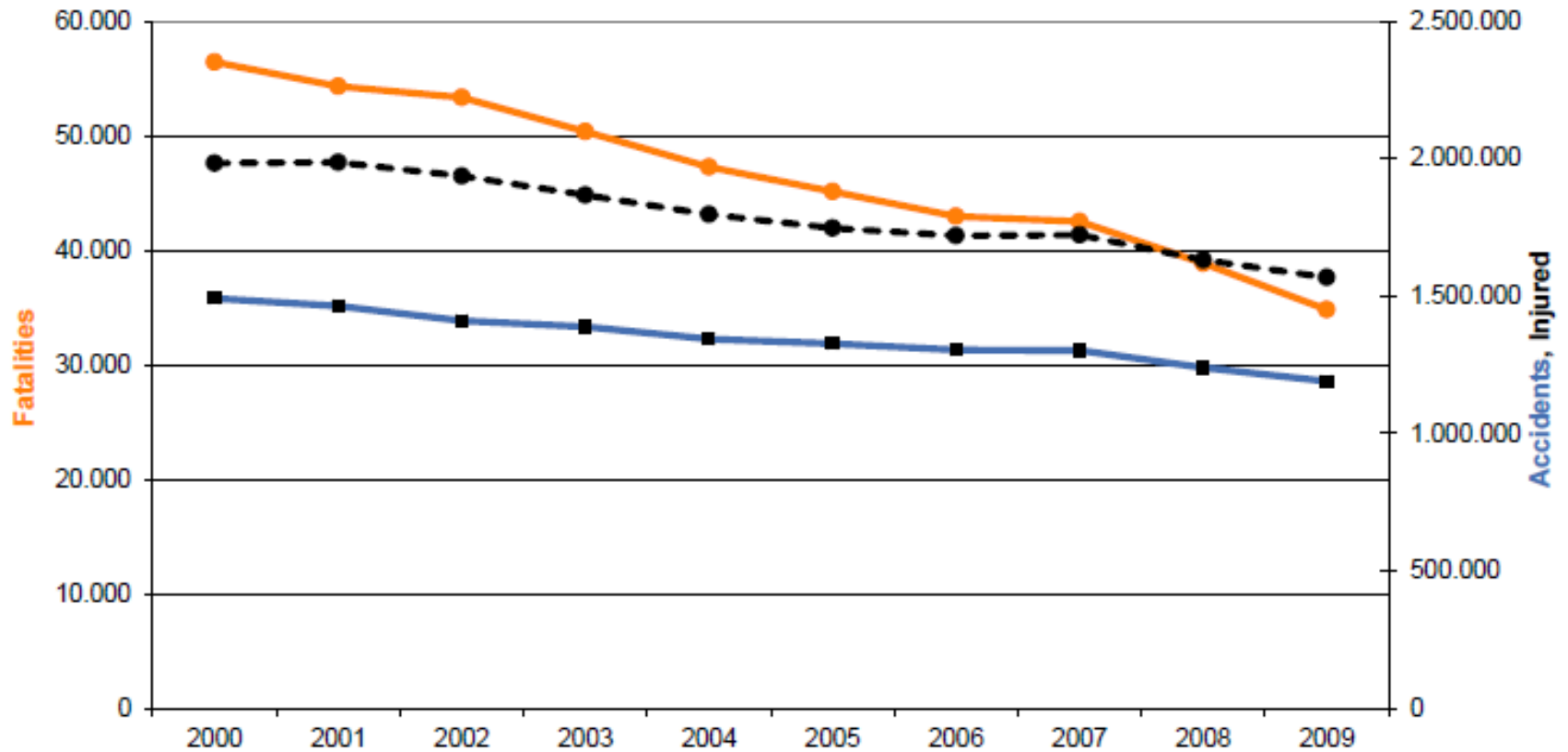
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Road safety



Source: CARE; United Nations (Statistics of road traffic accidents); National Reports

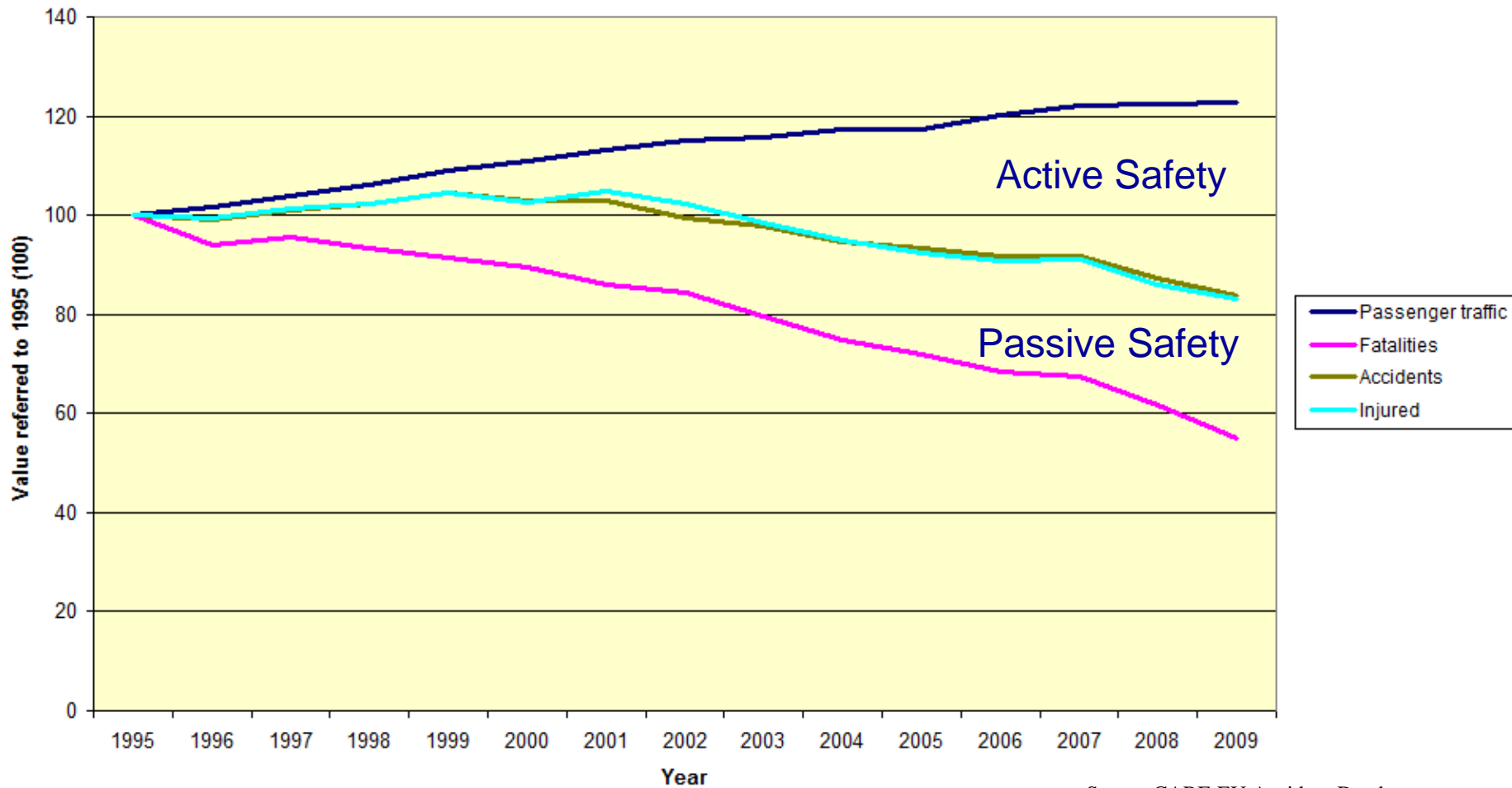
Data referred to EU 27

—●— Fatalities —■— Accidents -●- Injured



Road safety trends

Road Safety Trend in Europe



Source CARE EU Accident Database
ERF European Road Statistics 2011
(EU 27)



Integrated approach

▪ Keys for achieving the safety targets

- Driver
 - ⇒ Education
 - ⇒ Training
 - ⇒ Enforcement
- Infrastructure
 - ⇒ Black spots removal
 - ⇒ Self explaining roads
 - ⇒ Forgiving roads
- Vehicle
 - ⇒ Passive safety
 - ⇒ Active safety
 - ⇒ Preventive safety





Integrated approach

▪ Key for achieving the safety targets

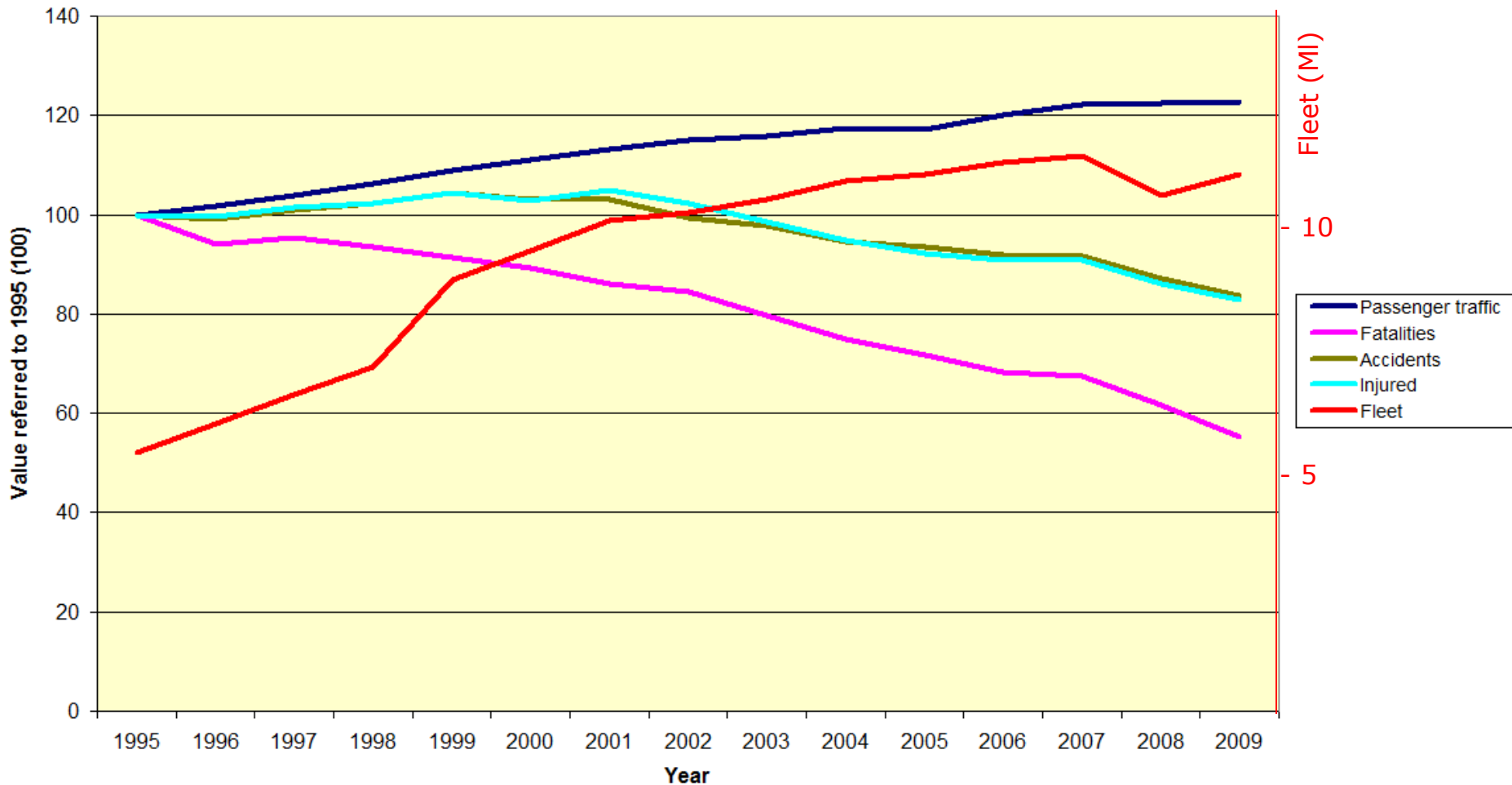
- Driver
 - ⇒ Education
 - ⇒ Training » Safe behaviour support
 - ⇒ Enforcement
- Infrastructure
 - ⇒ Black spots removal
 - ⇒ Self explaining roads
 - ⇒ Forgiving roads
- Vehicle
 - ⇒ Passive safety (reducing consequences)
 - ⇒ Active safety (reducing accidents)
 - ⇒ Preventive Safety (preventing emergency situations)

Safety of all road users is a prime concern of ACEA and its members



Vehicle fleet renewal

Road Safety Trend in Europe



The fleet curve is the distribution of vehicles age in the 2010 park

Source CARE EU Accident Database
ERF European Road Statistics 2011
ANFAC Report 2010



Standards and Regulations

- **Harmonisation and simplification**
 - Reduce costs
 - Increase technological development
- **Standards and guidelines as primary tools**
- **Regulations**
 - Technology neutral
 - On mature technologies & solutions
 - Justified by impact assessments



Impact Assessment

- **Primary tool to define priorities**
- **Quality and credibility of data sources**
 - Real accidents data
 - Field tests, predictive studies only for guidelines and standards
- **Risk assessments**
 - Identification of side-effects
- **Mutual impacts**
 - With existing or proposed technologies



Conclusions

- **Contribution of vehicle manufacturers to road safety has been important in the past and will continue in the future**
- **Integrated safety: drivers and infrastructures should be deeply involved**
- **Fleet renewal: affordability of new vehicles is an essential element of road safety**
- **Standards and guidelines as a way to improve safety while reducing costs**
- **Priority definition based on impact assessment**



Thank you!



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