

Stakeholders meeting on vehicle technologies to enhance road safety



Should the use of driver assistance technologies be promoted as a tool to reduce the number of road accidents?

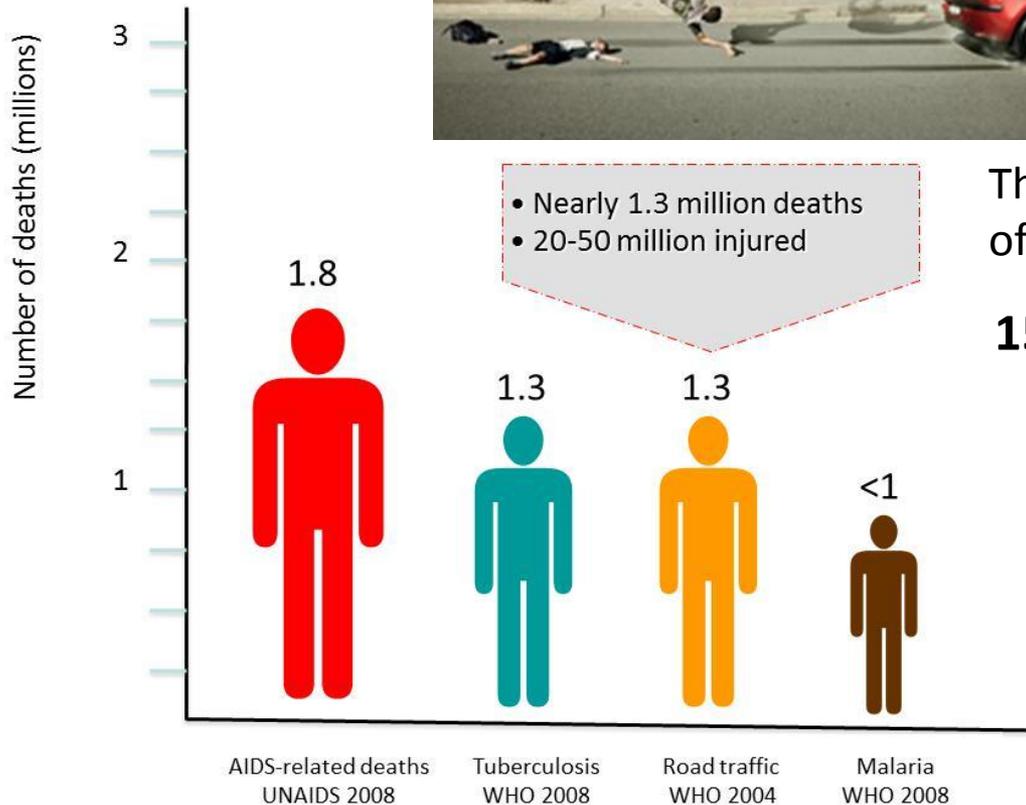
Brussels - 8 March 2013

Jacob Bangsgaard,
Director General, FIA Region I

Interests of the mobile consumer

MOBILITY	<ul style="list-style-type: none">• Intelligent Transport Systems (ITS)• Cost of Motoring• Ageing Drivers
SAFETY	<ul style="list-style-type: none">• Safer Drivers• Safer Vehicles• Safer Infrastructure
ENVIRONMENT	<ul style="list-style-type: none">• eMobility• Ecodriving• CO₂ Emissions Reduction
CONSUMER PROTECTION	<ul style="list-style-type: none">• Access to Repair and Maintenance Information• Open Access to In-Vehicle Platforms• Mileage Fraud
TOURISM	<ul style="list-style-type: none">• Sustainable Mobility for Tourists

How big is the problem?



- Nearly 1.3 million deaths
- 20-50 million injured

The leading cause of death of young people aged

15-29 years

Key safety challenges

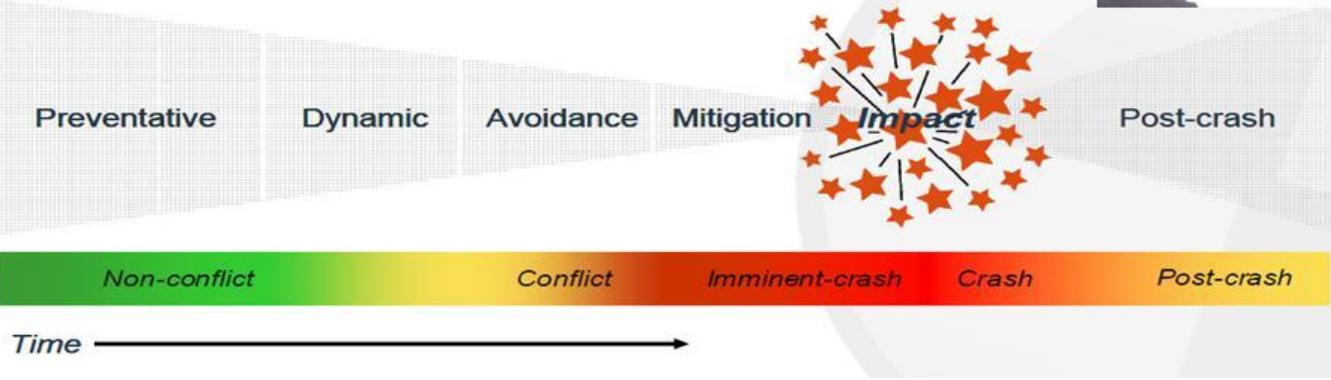
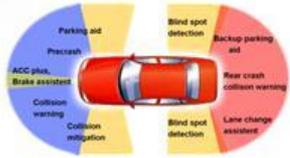
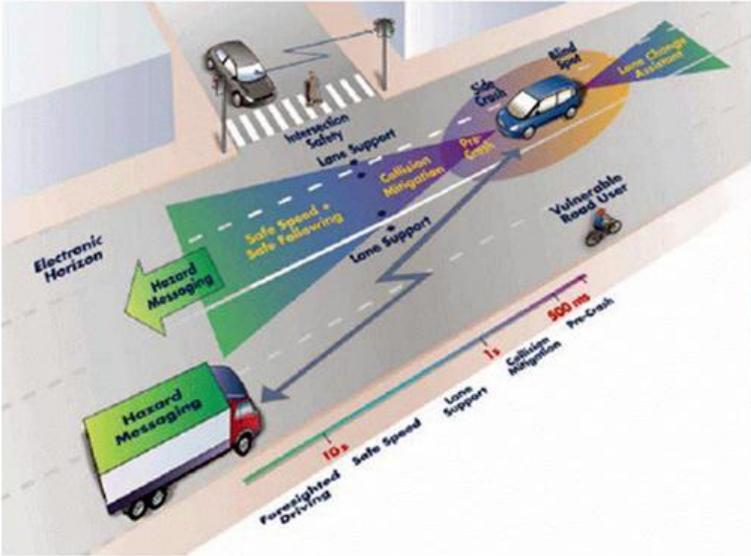
- Safe infrastructure especially for vulnerable users
- Maintain a high level of vehicle safety
- Collection and distribution of safety related traffic information
- Traffic education
- Driver behaviour and training
- Enforcement of traffic rules
- **Deployment of advanced vehicle safety technologies**



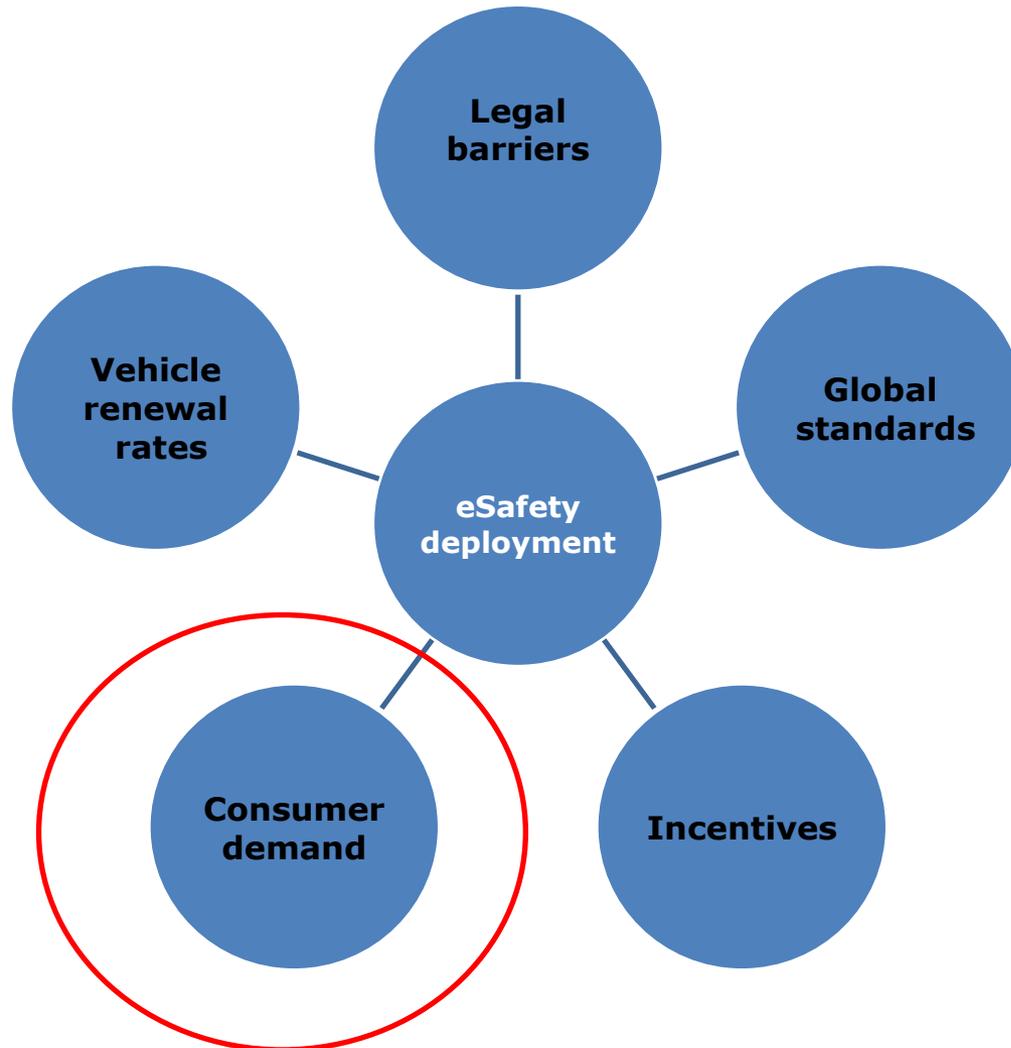
Five pillars for a safe systems approach



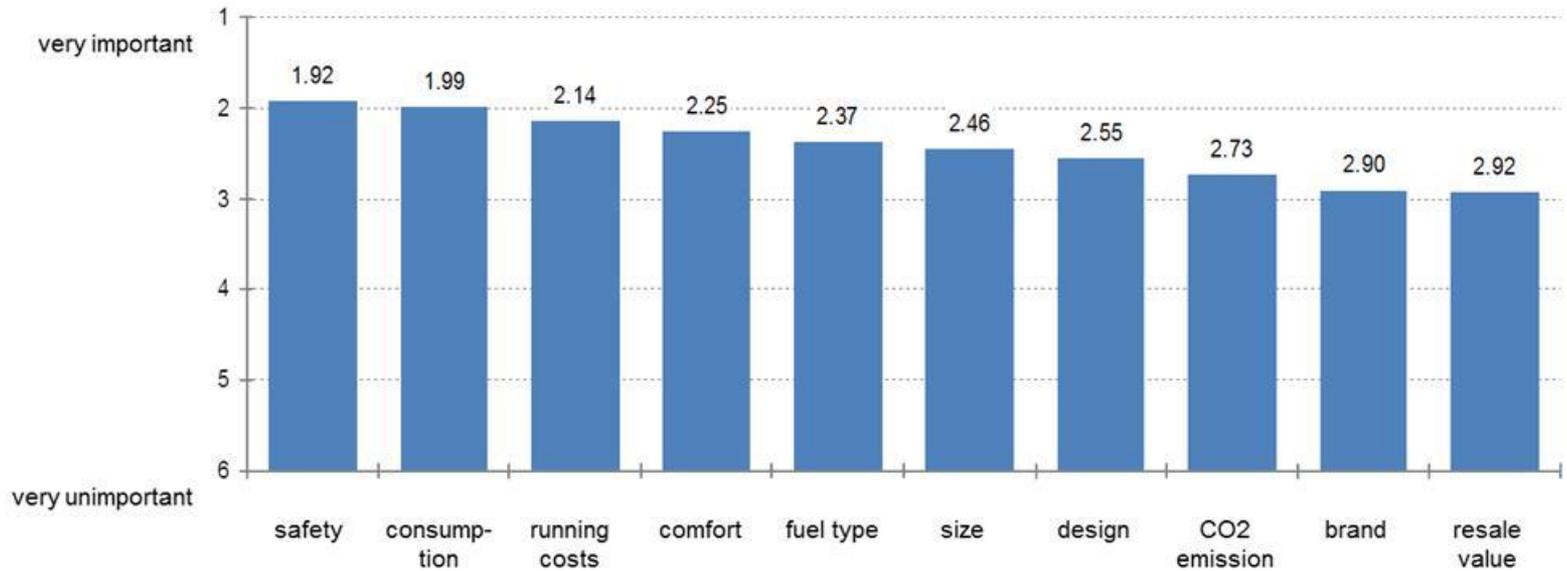
Defining the key technologies



Deployment challenges



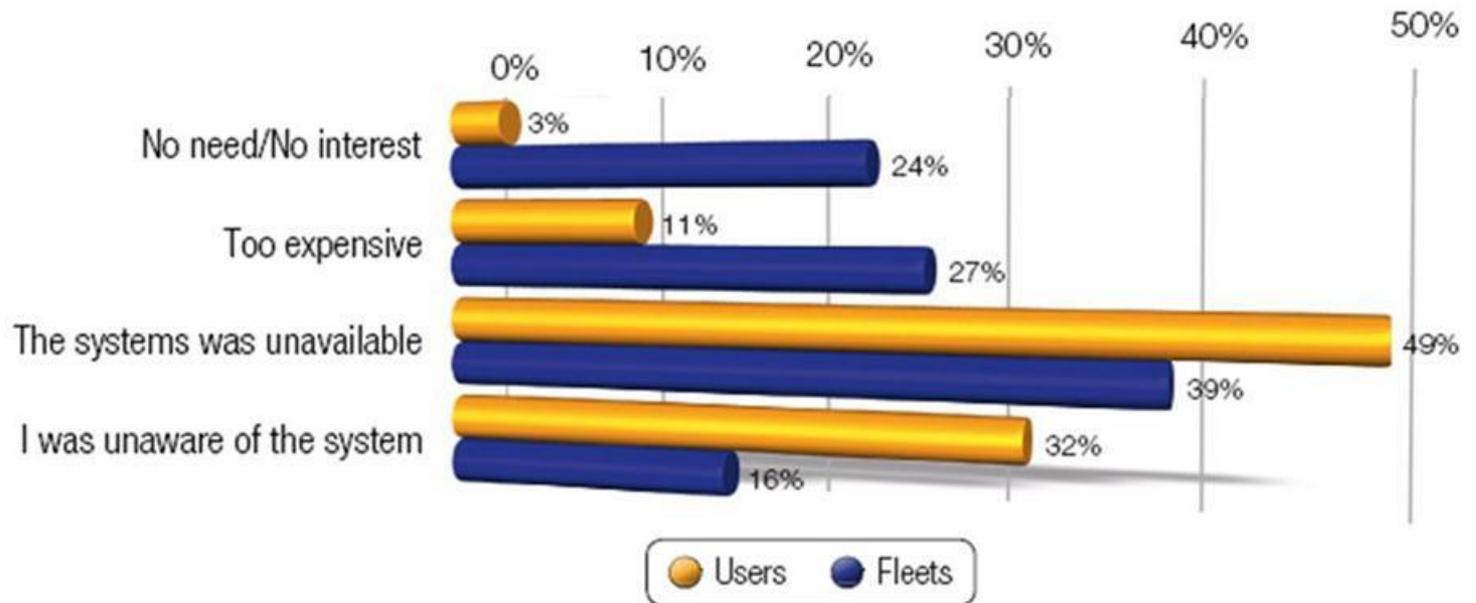
What are car buyers looking for?



What are fleet managers looking for?



Main obstacles for deployment

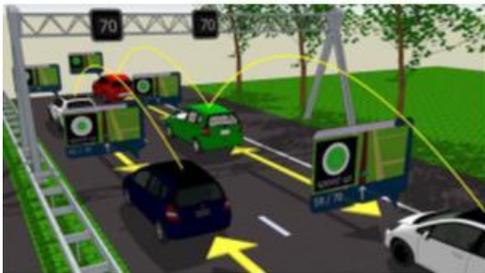
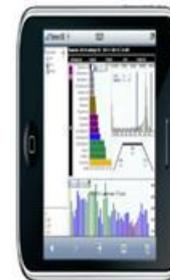


Creating awareness and “market for safety”



Benefits to be communicated to users

- Accident avoidance
- Informed and warned travellers
- Reduction of workload
- Fuel saving / facilitation of eco driving
- Enhanced multimodality / connected modes



Getting user acceptance

- Data protection
- Liability
- Free choice of services
- Driver distraction and HMI
- Awareness and training
- Service contracts/cost/roaming
- Standardisation and connectivity
- Pan European



How do you reach the target group?



Organising campaigns and events



Using ambassadors



"The speed with which the eSafety system reacts is very quick – much quicker than any driver can be. This is why we all should drive cars fitted with these technologies."

Sebastian Vettel
Formula 1 World Champion
eSafety Challenge



Intelligent vehicles. Efficient mobility.

Intelligent vehicle systems for efficient, clean and safe mobility are becoming increasingly available. With it come great opportunities to save energy, protect the environment and even save lives on our roads.

iMo, the expert in intelligent vehicle systems, will tell you everything about new technologies and systems. So join the iMobility Challenge today!



Roadshow



IMAGES FROM LAST EVENT



NEXT EVENT

International Transport Forum
[Leipzig, Germany](#)



LAST EVENT

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iMobility Ecodriving Challenge Istanbul
[Istanbul, Turkey](#)

Thank you for your attention...



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