

Advanced Driver Assistance Systems

The Victim's Perspective

→ We support every promising feature that could help to reduce the number and severity of Road Traffic Crashes in the future

Integrated approach

Vision Zero and Sustainable safety: 1 Tool = Safer cars

Some DAS should be more promoted:

- Speed management systems
- alcohol interlocks and
- also **seat belt** reminder \rightarrow
- and why not EDR?



Also more Promotion for **Vulnerable** RU Safety

 New technology is very important, also for pedestrian and cyclist protection (but it should be without fails)

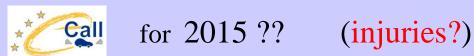






Promote the 4 B'E'st

- **E-SC** (now we have to choose it and not misuse it)
- **E**-mergency Braking (power model)
- → E-call



E-nforcement (for recidivist driver: alcolock/ ISA scenario 3)

Assist through effective Information V2?

(to follow the rules **sensibilisation**)









Crashes no « accidents »

Prevision 2020: = could have 40% positive influence on KSI

Industry could/should help

Promote optimized **HMI** and consider also Distraction/ Risk Homeostasis

WHAT 2 DO?

no single measure, no silver bullet, that can solve all the problems.

Inform the user about the positive effect and **convince the** leaders (political, industry, insurance) that from an economic point of view **saving lives, reducing severe injuries = saving much money**

Must believe in it





indeed 1 key to achieve safety for all – and Vision Zero









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Thank you

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