



## 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
- 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**  for 2015 ?? (**injuries?**)

→ **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**



→ Pillar3

**ADAS**



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





# Thank you

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