



**Safety
Challenge**

eSafety technologies and the fleet market
eSafety Challenge fleet study 2010 – Key findings

eSafety technologies have the potential to dramatically reduce the number of road accidents and deaths. Yet car buyers' take up of these life saving technologies has been slower than desirable.

Fleets form an important part of the vehicle market, and fleet managers through their purchase power have the opportunity to accelerate the introduction of eSafety technologies.

Methodology and target groups: In a study commissioned by the eSafety Challenge project to investigate the acceptance and awareness of eSafety technologies, interviews were conducted with 1,179 fleet decision makers and 2,006 company car drivers.

Geographical scope: Austria, Belgium, the Czech Republic, France, Germany, the Netherlands, Poland, Spain, Sweden, and the United Kingdom.

The survey respondents work in a cross section of industries for both private and public sectors. Interviews were conducted in an online survey and personal interviews in May/June 2010.

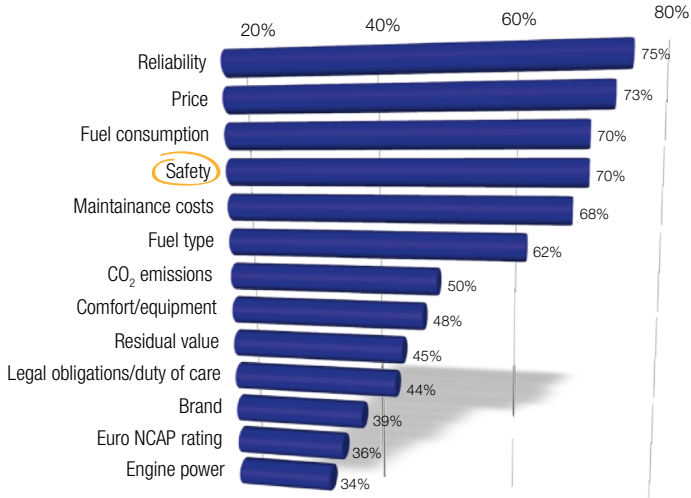
Study key findings:

- Fleet managers regard safety as one of the most important criteria when choosing fleet vehicles.
- Fleet managers recognise the potential of eSafety technologies to reduce accidents in their fleets.
- Fleet policies place safety behind fuel consumption, price and colour on the list of priorities.
- Fitment of eSafety systems across fleets is low.
- Fleet managers find eSafety technologies to be unavailable on their chosen models or too expensive.

This leaflet includes the most important elements of the study; the full version is available on the eSafety Challenge website: www.eSafetyChallenge.eu.

Safety is an important purchasing criterion for fleet managers

How do you rate the following criteria in terms of their importance when deciding which vehicle to include on your fleet?

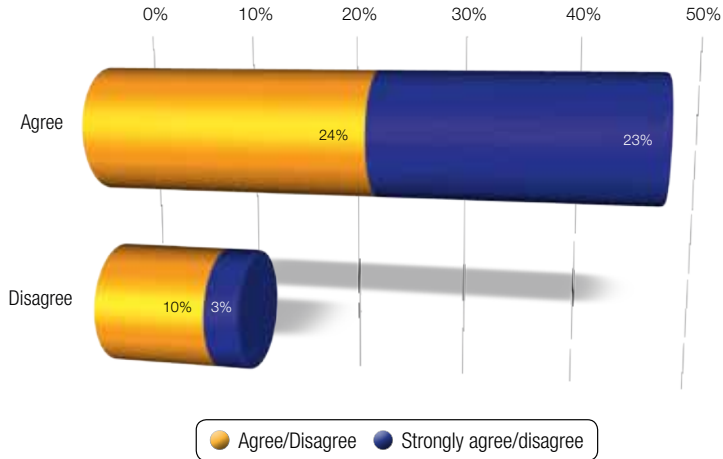


(figures reflect both "very important" and "important" answers)

- Fleet managers place safety fourth highest on a scale of importance, almost equal to reliability, and fuel consumption.

Fleet managers recognise the potential of eSafety technologies to reduce accidents

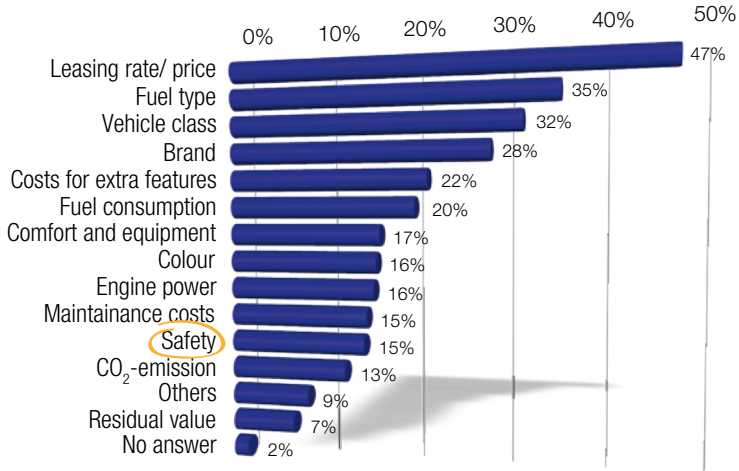
Do you believe that safety and assistance systems could decrease the number of the most frequently types of accidents on your fleet?



- Fleet managers recognise the potential of eSafety technologies in reducing accidents in their fleets. Almost every other fleet manager agrees that safety systems reduce accidents.

Safety is not included in the purchase policy of company car users

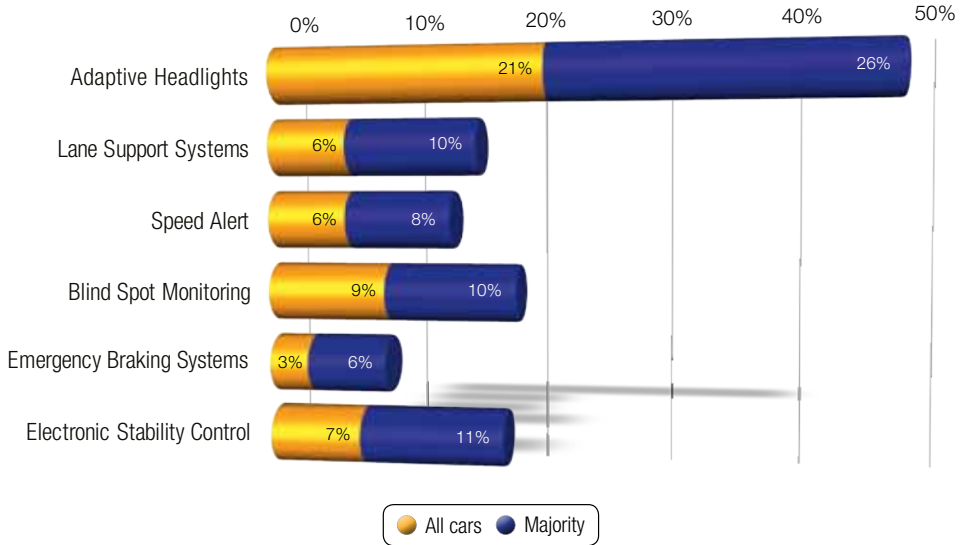
Did you have any restrictive criteria in your fleet policy when choosing your present company car? Which restrictive criteria did you have?



- 52% of company car users have restrictive criteria when buying a company car. Of these, 15% state that safety was part of them.
- Criteria such as price, comfort and even colour are given more importance than safety.

Fleets have low equipment rates for eSafety technologies

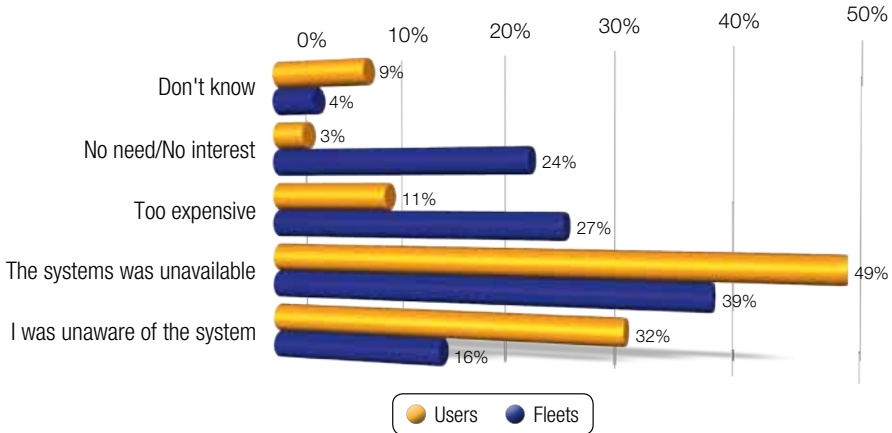
Is your car fleet equipped with these eSafety technologies?



- eSafety equipment rate across fleets is still low despite fleet managers recognising the systems' benefits.

Main inhibiting factors for higher equipment rates

What are the reasons why your car is not equipped with these systems?



- Users tend to state that eSafety systems are not fitted due to unavailability and lack of awareness.
- Fleet managers find unavailability to be the most inhibiting factor when it comes to fitting fleet vehicles with eSafety technologies. Cost concerns and low interest in the technologies follow in ranking.
- eSafety technologies should be more available and affordable, users should be given the option to fit the system and have their awareness raised.

Produced by:

eSafetyAware asbl

Rue de la Science 41

B-1040 Brussels

Belgium

T +32 2 235 07 21

F +32 2 416 65 72

www.esafetyaware.eu

info@eSafetyAware.eu

