



*Safety Challenge*2010

eSafety can save your life



Driving Experience and Demonstrations

Millbrook, UK / 13 July 2010

www.eSafetyChallenge.eu

Supported by



Electronic Stability Control (ESC)

Electronic Stability Control (ESC) helps avoid a crash by significantly reducing the risk of your car going into a skid during a sudden emergency manoeuvre like avoiding an obstacle in front of you. ESC identifies this risk early and stabilises the car by braking individual wheels.



FACTS & FIGURES

If all cars were equipped with ESC, it is estimated that in Europe 4,000 lives could be saved and 100,000 injuries avoided per annum, whilst in the US, these figures raise to 10,000 deaths and 240,000 injuries.

An impact assessment in Europe indicated that, for every euro invested in ESC, society would save between €3.5 and €5.8, translating into a net benefit of €10-16 billion per annum for a full ESC penetration rate in Europe.

DEMONSTRATIONS BY:

- BMW Mini Cooper showing Dynamic Stability Control
- Mercedes-Benz E250 CDI showing Electronic Stability Programme
- Mercedes-Benz Sprinter Vans showing ESC and Load Adaptive Control

Warning & Emergency Braking Systems

The Warning and Emergency Braking system detects, at an early stage, the danger of an imminent rear-collision, warning the driver of the danger and assisting in the braking process. If there is no reaction from the driver the system automatically activates the brakes, together with systems such as seatbelt pretension thus avoiding or lessening the intensity of the crash.



FACTS & FIGURES

The Insurance Institute for Highway Safety (IIHS) has estimated that the system – with Automatic Braking alone – would have an impact on some 2,268,000 accidents every year in the US - 7,166 of which are fatal.

DEMONSTRATIONS BY:

- Audi A8 showing Pre Sense Front and Pre Sense Plus
- BMW 530d showing Active Cruise Control with “Stop & Go” function and Collision Warning
- Mercedes-Benz E500 showing PRE-SAFE® Brake, Brake Assist PLUS
- Toyota Avensis showing Pre-Crash Safety System
- Volvo XC60 D5 showing City Safety
- Volvo XC60 T6 showing Collision Warning with Full Auto Brake and Pedestrian Detection

Blind Spot Monitoring

Blind Spot Monitoring helps you avoid a crash with a vehicle in the lane next to you by continuously screening the blind spots to the side of your vehicle.

FACTS & FIGURES

The benefits of an extended function of the Blind Spot Monitoring system – Lane Change Assist – was analysed by the European Commission's eIMPACT project. Lane Change Assist monitors both the lateral and rear area of the vehicle, and is estimated to potentially save approximately 975 lives, and avoid 2,100 injuries a year in Europe alone if installed to all cars.

In the US, the IIHS estimated that the Blind Spot Monitoring system could play a role in avoiding in more than 475,000 accidents every year, of which 428 are fatal.



DEMONSTRATIONS BY:

- Mercedes-Benz S450 CDI showing Active Blind Sport Assist

Lane Support Systems

Lane Support Systems can assist and warn you when you unintentionally leave the road lane or when you change lane without indication. Sometimes a moment of inattention is enough to make your vehicle stray from its lane. The systems monitor the position of the vehicle in the road lane and while Lane Departure Warning warns you if the car unintentionally wanders from the path, Lane Keeping Support helps you correct the course of your car.

FACTS & FIGURES

eIMPACT estimated that if all vehicles in Europe were equipped with the Lane Keep Assist system, the number of deaths would decrease by 15% and injuries by 8.9%. When you apply this to Europe's current mortal-accident rate, Lane Support Systems have the potential to save 6,300 lives a year.

In the US, the IIHS estimates that the Lane Departure Warning system could have an impact in approximately 483,000 accidents per year – 10,345 of which are fatal.



DEMONSTRATIONS BY:

- Infiniti FX30d showing Lane Departure Warning / Lane Departure Prevention
- Lancia Delta showing Lane Keeping Assist
- Mercedes-Benz E350 CGI showing Active Lane Keeping Assist
- Toyota Avensis showing Lane Keeping Assist

Speed Alert

Speed Alert helps you keep the correct speed and avoid speed related traffic crashes and speeding. Speed Alert informs you about the speed limits and tells you when you are about to exceed them.



FACTS & FIGURES

eIMPACT estimated that Speed Alert – if equipped in all cars in Europe – could reduce the number of fatalities by 8.7%, and injuries by 6.2% per year. This could translate into 3,690 lives annually.

The largest current study on Speed Alert systems was carried out in Sweden, involving 5,000 Speed Alert-equipped vehicles driven by more than 10,000 drivers of different age groups. An accident analysis was carried out, and on the basis of these results, it is estimated that if Speed Alert was installed in all Swedish cars, it would lead to an annual reduction of 20% injuries in Swedish urban areas.

DEMONSTRATIONS BY:

- Mercedes-Benz E350 CGI showing Speed Limit Assist
- Mercedes-Benz S450 CDI showing Speed Limit Assist

Motorcycle Anti-lock Braking System (ABS)

Motorcycle ABS helps avoiding an accident and preventing a fall by keeping the vehicle stable during emergency braking manoeuvres. In such situations it identifies when a wheel is going to lock and reduces the brake pressure to avoid locking. This prevents the motorcycle from losing road grip and maintains stability.

FACTS & FIGURES

ABS can prevent many accidents from happening or reduce the severity of the impact. A simulation study conducted by DEKRA Accident Research demonstrated that equipping motorcycles with ABS would have avoided between 25% and 35% of the serious accidents examined. This means that from the total of 5,126 motorcyclists fatalities happening each year in Europe (data from 2008, EU-24), up to 1,800 fatalities could be avoided if motorcycles were equipped with ABS.

DEMONSTRATIONS BY:

- BMW R1200GS showing BMW Motorcycle Integral Brake