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How do we support eSafety deployment?

Promoting advanced vehicle safety technologies
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prepared in co-operation with Claes Tingvall



The current road transport system

- Open and complex
- Major mismatch between components of the system
- Unclear responsibilities
- Unclear safety philosophy
- 1.2 million fatalities
- We need change

≡ MAKE ROADS SAFE
The Campaign for Global Road Safety



**GLOBAL STATUS REPORT
ON ROAD SAFETY**
TIME FOR ACTION

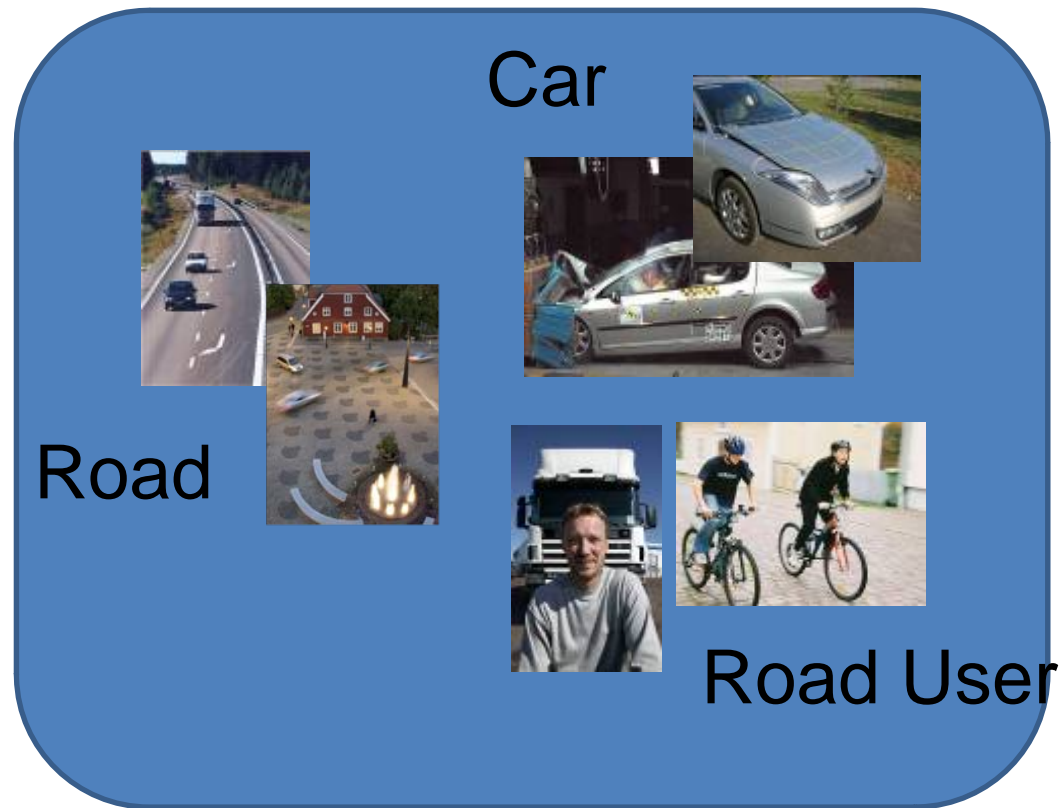


Who shares what, who is involved?

Roads are shared by different transport users

Visions are shared by many stakeholders

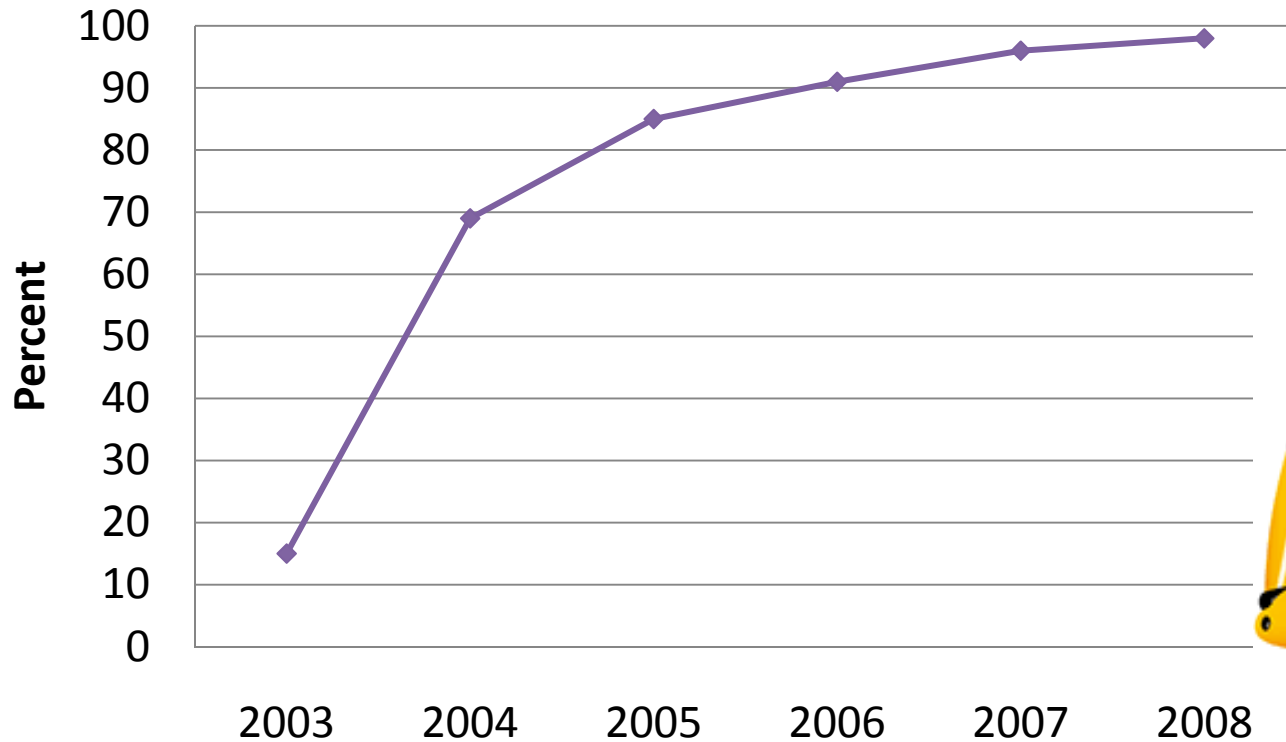
Customers/citizens are shared by industry and governments



“Industry does not deliver until they are forced by regulation” is no longer true, at least not generally

- Most new systems are not regulated
- Most manufacturers have internal targets beyond regulated level
- Automotive industry has research and development capacity beyond society
- Some aspects, like pedestrian protection, not focused

New Car Sales with ESC (Sweden)

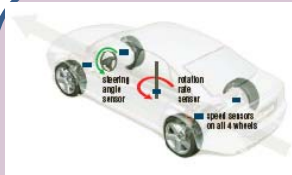


**CHOOSE
ESC!**

Key components for customer awareness

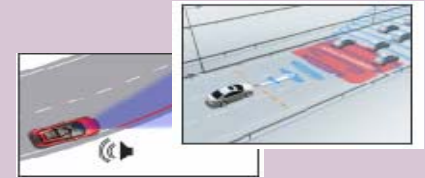
- Scientific support
- Real safety benefits
- Identification of consumer groups (focus professionals)
- Coordination with vehicle industry

We need to be problem oriented!

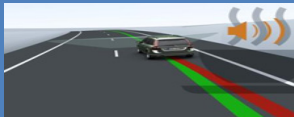


Technology

The possible



Problem



Problem

The important



Technology

New technologies with high potential

- Impaired driving (alcohol / fatigue)
- Seat belt reminders (50% unbelted in fatal crashes)
- Speed limit recognition and driver support (Speed Alert / ISA)
- Autonomous emergency braking
- Lane departure warning/assistance
- ESC (already there!)



Which tools can the society use to enhance competition and demand?

- First of all, understand who is the customer of new cars (more CEO's than private)
- Consumer information (Euro NCAP etc.)
- Act as customer and stimulate other fleet buyers, contractors, taxi and rental car companies
- Use Occupational Health and Safety Regulations (OHS)
- Stimulate and fund research
- Follow up new innovations and progress

Conclusions

- New safety technology can be introduced massively through quite simple methods
- The basis is scientific evidence. Both industry and the society should engage in making such evidence available
- Important stakeholders, like the government and insurance companies, should act accordingly and only buy, rent and use vehicles with the technology that is effective
- Media and industry are crucial stakeholders in the process
- Legislation is an important tool to achieve 100% introduction

Summary

- We can expect massive introduction of important safety systems
- Competition and customer satisfaction are the strong motivators for safety – apart from regulation
- Be the market!
- (ISO 39001, Management system standard for traffic safety)

