



#Fit Safety as Standard

ETSC new film makes the case for Intelligent Speed Assistance on all new vehicles in Europe

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<http://etsc.eu/projects/isafer/>

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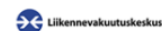
CHALMERS



Folksam



FUNDACIÓ MAPFRE



UNIVERSITY OF BIRMINGHAM



Automobile Club d'Italia



ETSC Network

NEW ETSC report

ETSC PIN Flash 30, March 2016

HOW SAFE ARE NEW CARS SOLD IN THE EU? AN ANALYSIS OF THE MARKET PENETRATION OF EURO NCAP-RATED CARS

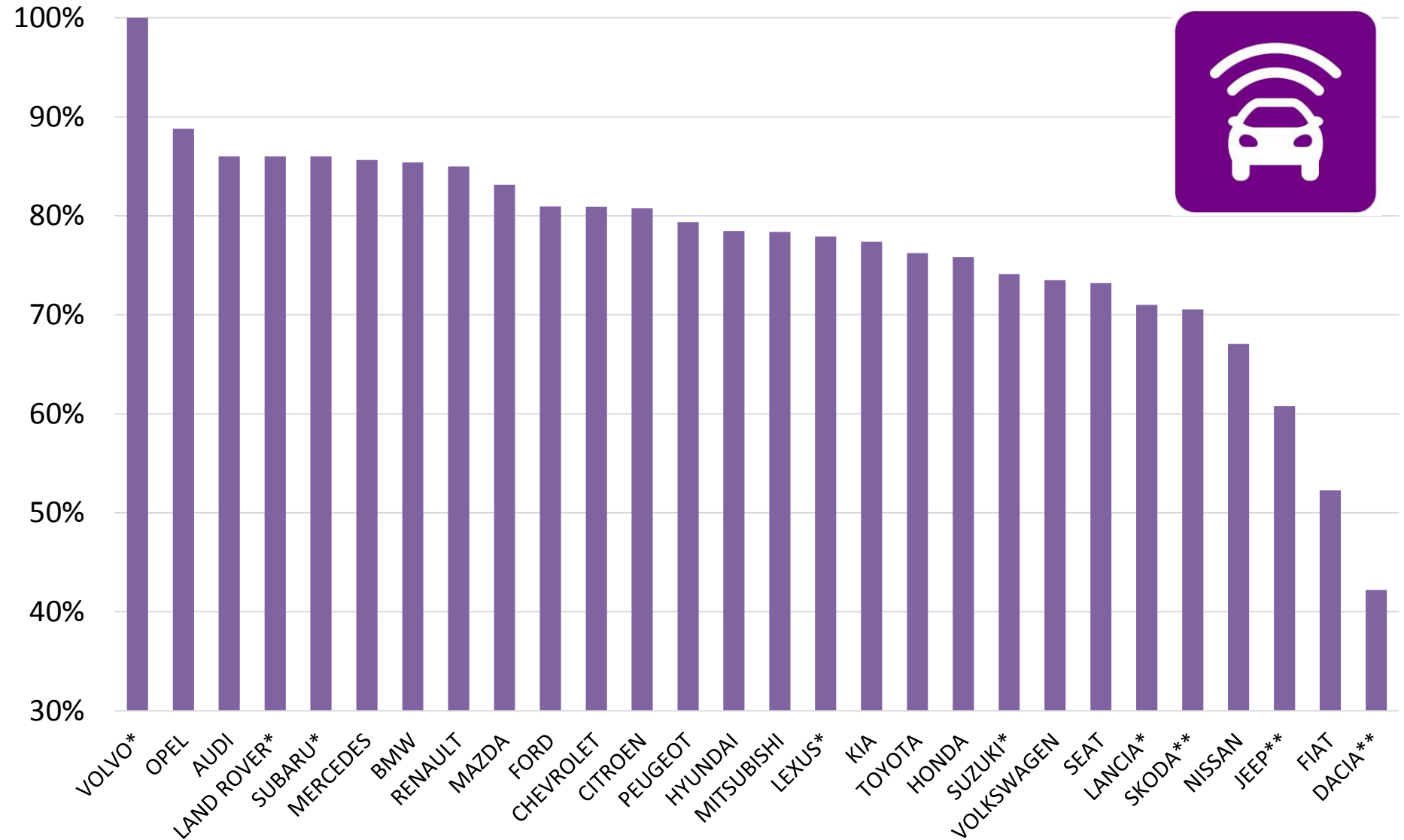


- Improvements in vehicle safety have contributed to reduction in deaths and serious injuries
- Yet vehicle safety innovations are still benefitting too few road users in Europe
- Over-reliance on a voluntary testing programme rather than regulatory standards.

<http://etsc.eu/europes-car-safety-framework-needs-overhaul/>

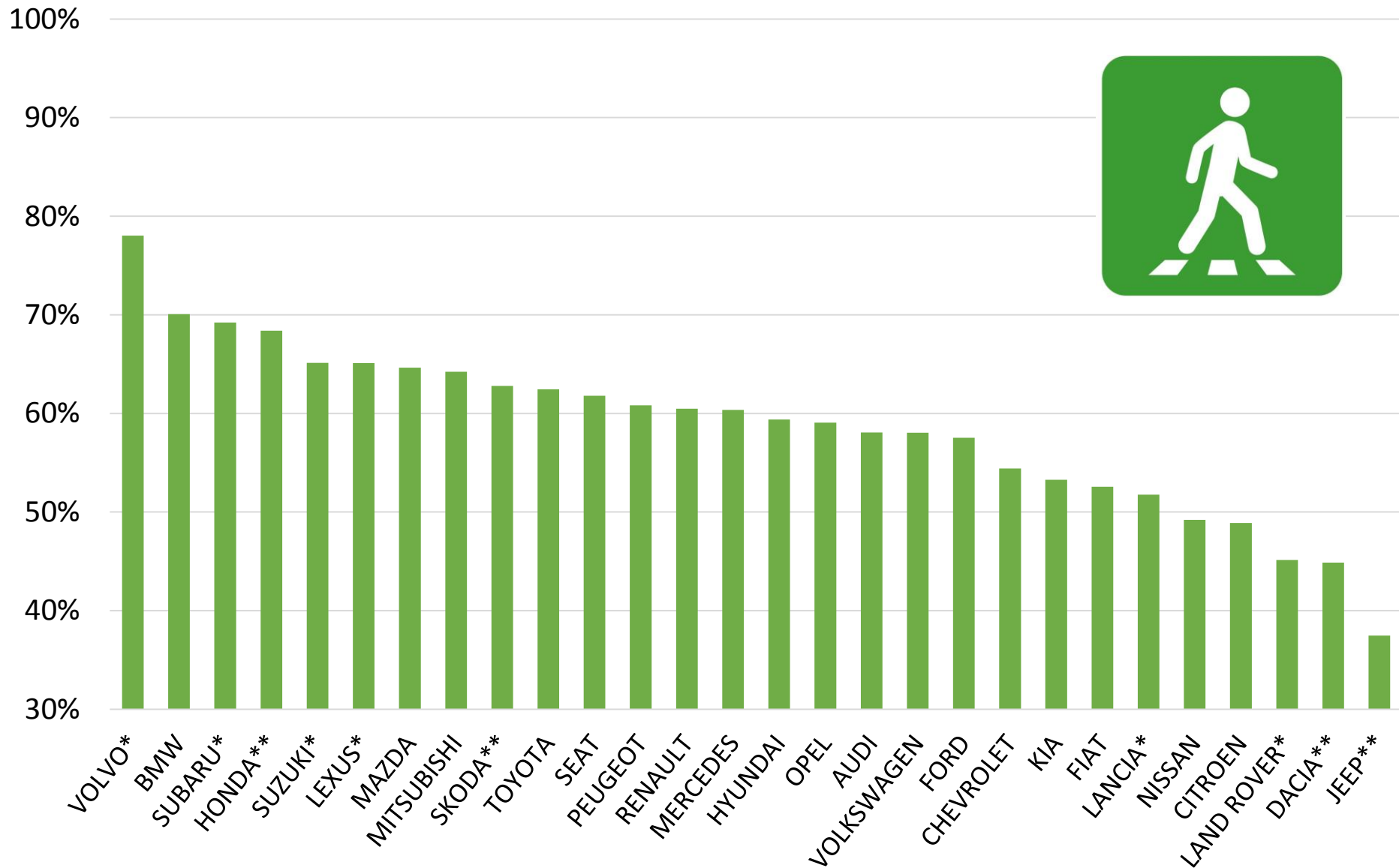
Average score by manufacturers

- Euro NCAP safety assist tests



Average score by manufacturers

- Euro NCAP pedestrian protection tests



VEHICULE SAFETY STANDARDS

- Exclusive competence of the EU (Article 114 of the EU Treaty)
- Last revision of the EU common vehicle safety rules in 2009 with the **General Safety Regulation 661/2009** and **Pedestrian Protection Regulation 78/2009**
- New revision is coming: **we need your support!**

VEHICLE SAFETY - ETSC PRIORITIES

linked to the three main killers



- Overridable assisting ISA on all vehicles
- Alcohol interlocks on professional vehicles and a standard interface for all vehicles



- Seat belt reminders for all passenger seats
- Automated Emergency Braking

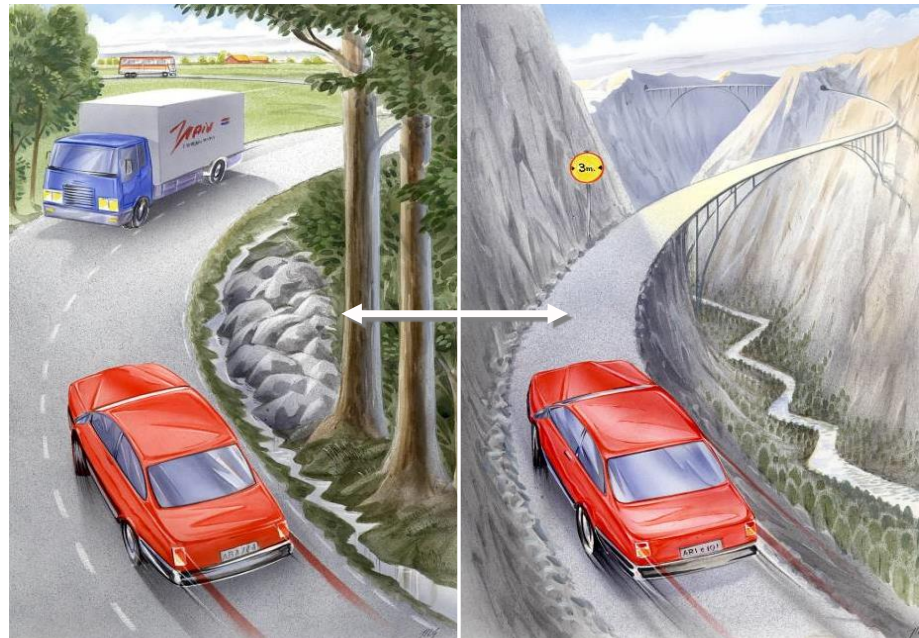


- Event Data Recorders (and require the data to be made available for accident investigation)

We know a lot about speed and risk

“Speed remains a very important risk factor. It has a greater effect on the number of accidents and injury severity than almost all other known risk factors.”

Rune Elvik, *The Power Model of the relationship between speed and road safety: Update and new analyses (2009)*



Speeding used to be glamour



Sixt old posters
"There are many cars. Try overtaking a few".





INTELLIGENT SPEED ASSISTANCE

ISA COULD CUT **COLLISIONS** BY **30%**
AND **DEATHS** BY **20%**



Cars fitted with ISA
could **reduce CO2**
emissions by **8%**



EuroNCAP awards
extra points to
cars fitted with ISA



78% of road users
64% of car drivers
say they support in-vehicle
speed limiters (SARTRE 2012)

ETSC film

<https://www.youtube.com/watch?v=SoZLrZTnUGs>

- The film includes a demonstration of the system by Oliver Carsten of the University of Leeds in a production Ford Galaxy factory-fitted with ISA.

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It also features expert contributions from

- Aled Williams of Euro NCAP
- Dr Áine Carroll – a leading expert in post-crash rehabilitation,
- Koen Ricour of the European Traffic Police Network TISPOL and
- Ellen Townsend of ETSC.

Evaluation study report



Benefit and Feasibility of a Range of New Technologies and Unregulated Measures in the fields of Vehicle Occupant Safety and Protection of Vulnerable Road Users

Final Report

Written by Author: D Hynd, M McCarthy, J Carroll, M Seidl, M Edwards, C Visvikis,
M Tress, N Reed and A Stevens (TRL)
[March - 2015]



The European Commission commissioned the Transport Research Laboratory (TRL, in the UK) to:

- assess feasibility of a range of new technologies
- for possible inclusion in the revised regulations on vehicle safety (General Safety and Pedestrian Protection)
- Report published in March 2015

TRL Evaluation study on GSR

Active Safety

Code	Measure	Feasible?	BCR	Legislate?	Recommendations/Notes
AEB	Expansion and enhancement of AEB, BAS and LDW to avoid or mitigate collisions, including inter-urban, city and those with VRU	✓	~1	●	Greatest casualty benefit for AEBS is for M1 then N1 vehicles, although cost-benefit less clear than for N2/N3. System cost estimates suggest 'city safety' systems may be getting to the breakeven cost point
ISA	Speed limiters controlled by road speed limit (speed assist, intelligent speed adaptation)	✓	>1	●	BCR>1 for 6 Member States, for voluntary activation (switched on/off by the driver) and mandatory activation, and public acceptability of the systems considered to be growing. BCR higher for mandatory activation system, but both have positive BCR

ISA Positive Benefit / cost ratio (BCR)
Public acceptability growing
Rated green for legislation

Comparison of predicted outcomes

ISA GB trial 2011-2006
Oliver Carsten

GB collisions from 2010 to 2070

	Slight collisions	Serious collisions	Fatal collisions
Market Driven scenario	4%	8%	13%
Regulation scenario	15%	25%	30%

- Benefit to cost ratios (accidents + fuel + CO₂):
 - Market Driven scenario 3.4
 - Regulation scenario 7.4

Much of the potential of ISA, e.g. to replace traditional and costly traffic calming, was not counted

CONCLUSIONS

- ISA is a well-proven technology with very significant safety benefits
- ISA is a building block for automated cars
- Regulation is necessary to maximise the impact of ISA on casualties reduction
- Require all new vehicles to be fitted with ISA system: **overridable, assisting and switched on by default**

#SafetyAsStandard

ISA in reality

- Several vehicles currently in showrooms already feature the technology including the Ford S-Max and Galaxy and Volvo XC90.



- Euro NCAP awards additional points to cars fitted with Speed Assist Systems. In 2015, 38 cars tested. Only 3 had no SAS

<http://www.euroncap.com/en/vehicle-safety/the-rewards-explained/speed-alert/>

Some recommendations to EU countries

- 'Be the market' for safety: buy, lease or rent only 5-star cars with ISA

→ e.g. Finland, Sweden



- Include strict criteria for safety (4 or 5-star NCAP cars) to green car tax schemes.