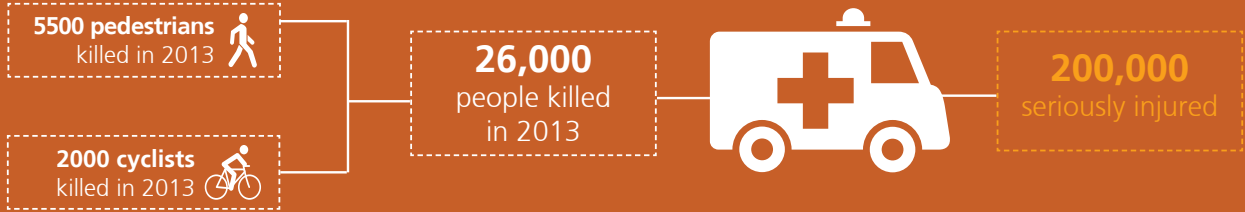


500 DEATHS EVERY WEEK ON EU ROADS



Speed is the primary factor in 1/3 of all fatal collisions

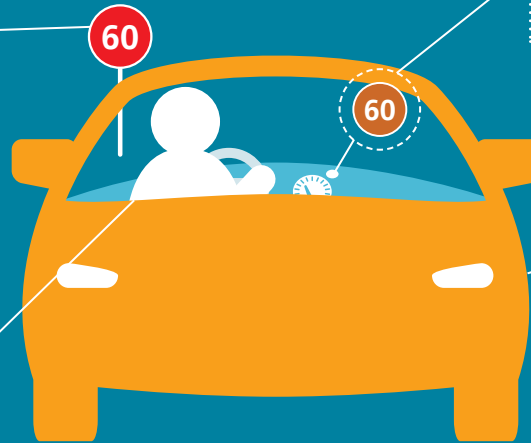
Up to 60% of drivers exceed speed limits

WHAT IS INTELLIGENT SPEED ASSISTANCE?

1. Car receives position information via GPS and current speed limit from a digital map. Can also be combined with video camera sign recognition.

2. Speed limit is displayed on the dashboard.

Driver can override system by pushing harder on accelerator.



3. Car helps driver not to speed when speed limit is reached.

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 (SATRE 2012)

We're asking the EU to require carmakers to fit overridable ISA in all cars.

Fit #SafetyAsStandard

Find out more at: www.etsc.eu

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