500 DEATHS EVERY WEEK ON EU ROADS

- 5500 pedestrians killed in 2013
- 26,000 people killed in 2013
- 200,000 seriously injured

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

Driver can override system by pushing harder on accelerator.

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 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