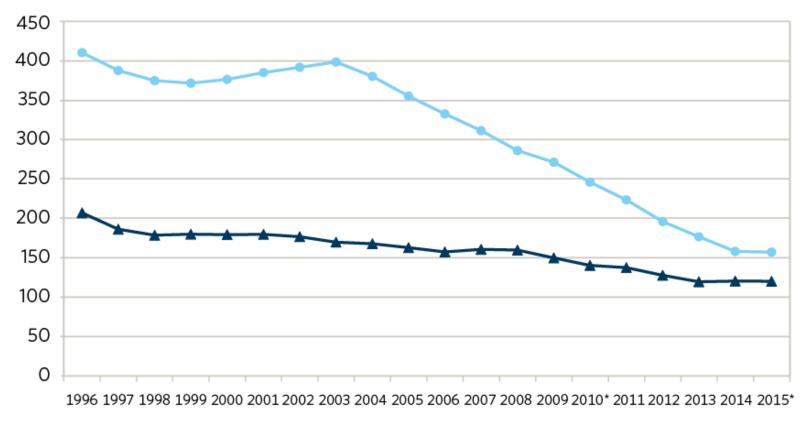
Improving vehicle safety





Dr. Johan Strandroth

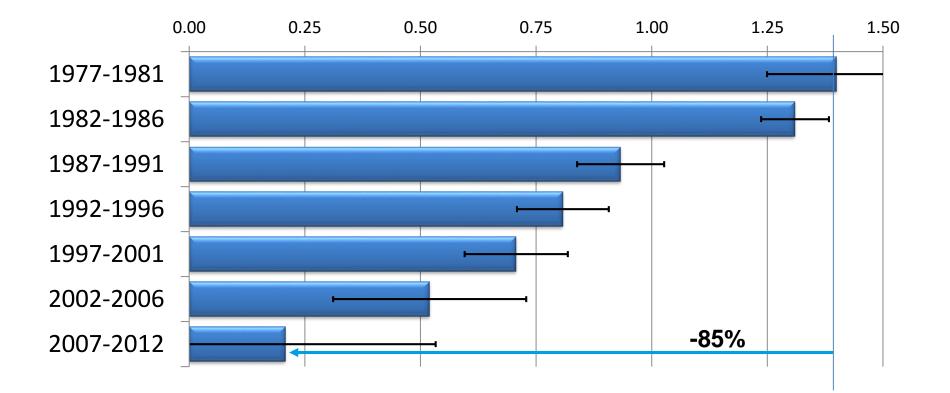
Road traffic fatalities in Sweden, cars vs. vulnerable road users (five year average)



---- Car passengers ---- Vulnarable road users



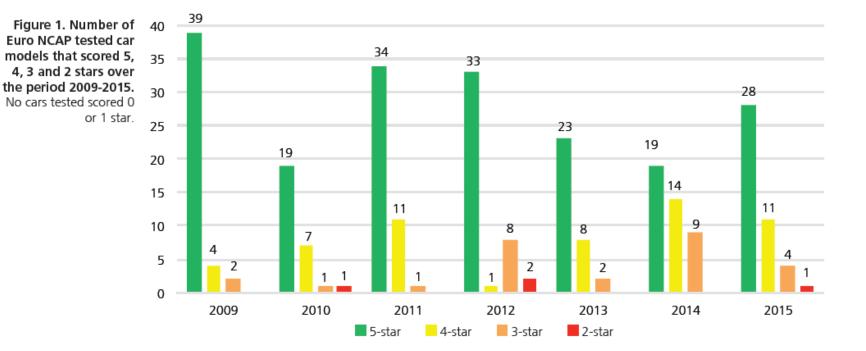
Improved crashworthiness Fatality risk in passenger cars by year of introduction



Folksam Research



Euro NCAP tested car models 2009-2005



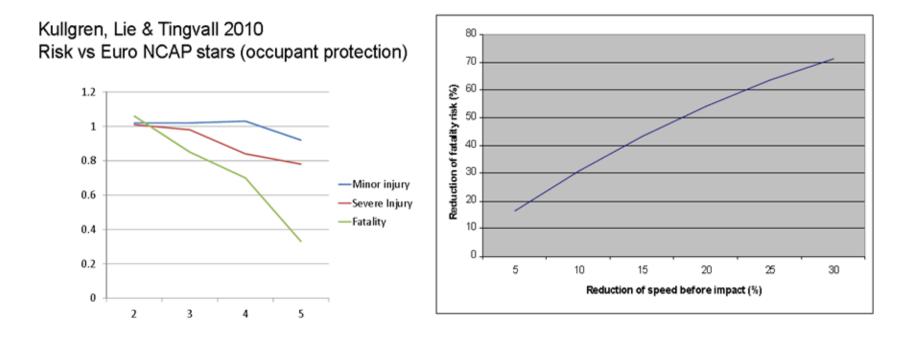
PIN Flash Report 30, ETSC







Safety benefits of occupant protection



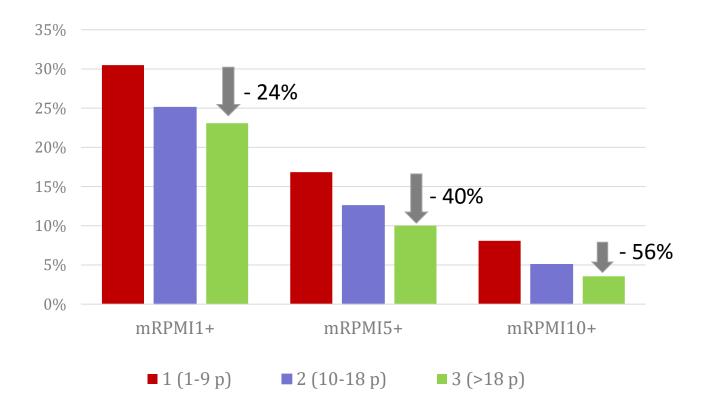






Pedestrian protection

mean Risk of Permanent Medical Impairment (mRPMI) on the 1%+, 5%+ and 10%+ levels









New ADAS (Advanced Driver Assistance Systems) on the market

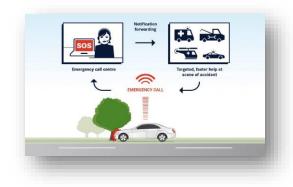
Autonomous Emergency Braking (reversing, crossing, rear-end, VRU)

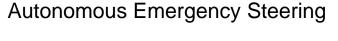


Lane Keeping Assist



E-call/AACN

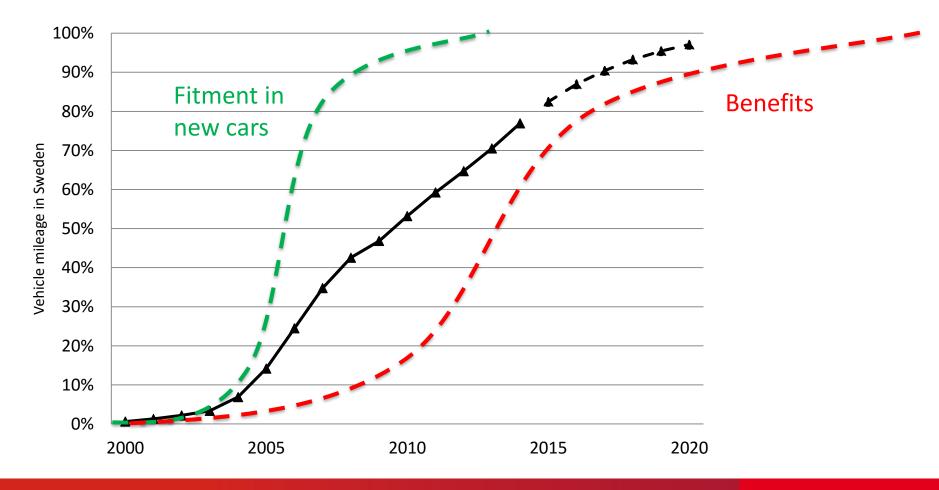






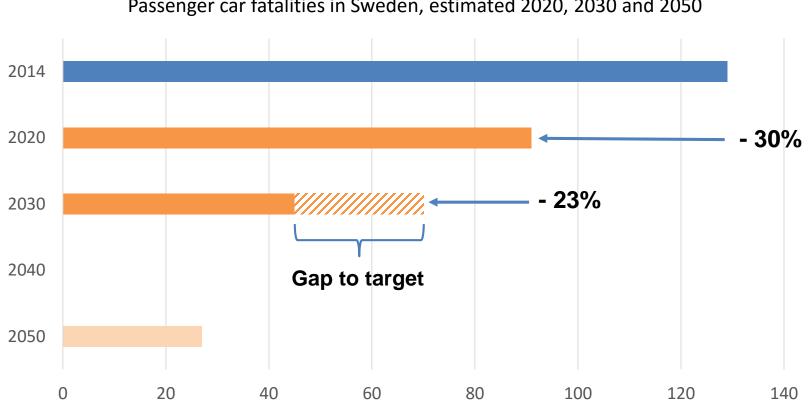


Future effects of vehicle safety indicators



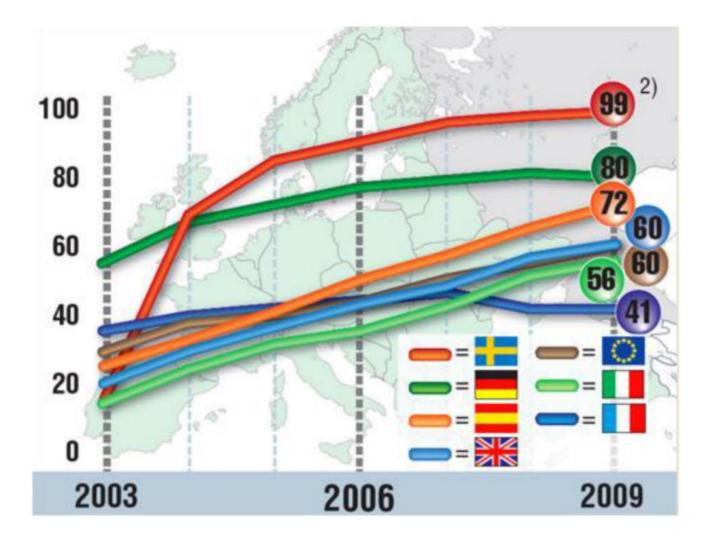


What can we expect in the future?



Passenger car fatalities in Sweden, estimated 2020, 2030 and 2050



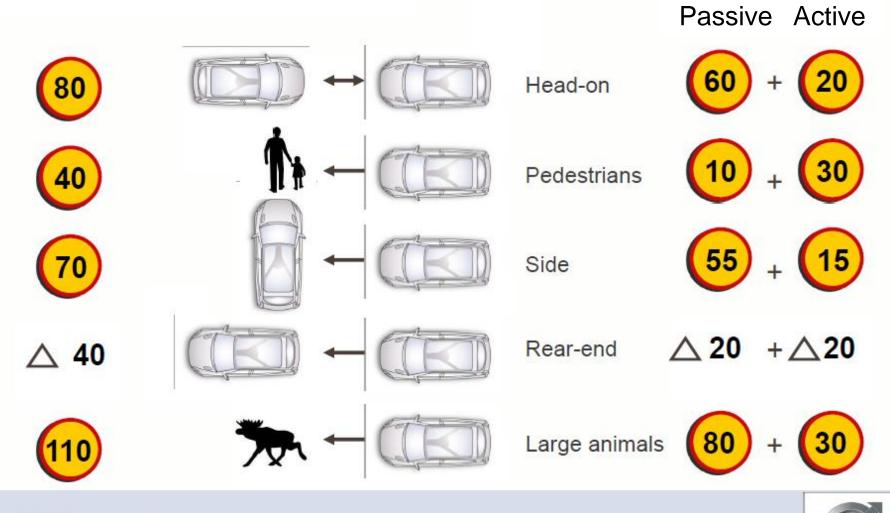




"Our vision is that by 2020 no one should be killed or seriously injured in a new Volvo car."

> Håkan Samuelsson, President and CEO, Volvo Cars

Defining boundary conditions



JOLVO

Förarstödssystem/ Autonoma system

Bringing it together in a safe system approach

~ 95 % injury reduction



Ohlin M, Strandroth J, Tingvall C. Combined effects of speed reduction, vehicle frontal design, autonomous emergency braking and helmet use in reducing real life bicycle injuries. Proceedings of the International Cycling Safety Conference 2014, Göteborg, Sweden



Summary

Key points for improved vehicle safety:

- Continuous assessment of new vehicles
- Rapid real life evaluations of ADAS (Advanced Driver Assistance Systems)
- Consumer awareness and other catalysts for implementation
- Collaboration between stakeholders to define boundary conditions and find the most effective way forward
- Holistic approach in defined the future safe system





Thank you for your attention!

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