June 25-28, 2013

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Ministry of Land, Infrastructure and Transport (MOLIT)
Republic of Korea
The ESV Program originated in 1970 under the NATO Committee on the Challenges of the Modern Society.

**Member Countries supporting the ESV program**
- Governments: U.S., France, Germany, Italy, U.K., Japan, Sweden, Canada, Australia, Netherlands, Hungary, Poland, the Republic of Korea
- International Organizations: EC, and EEVC

- In June 2005, the 19th ESV Conference, held in Washington, DC, the Republic of Korea became one of the member Governments.

- In 2011, the 22nd ESV conference, announced that the Republic of Korea will be host of the 23rd ESV conference.
## Conference Details

<table>
<thead>
<tr>
<th><strong>Theme</strong></th>
<th>Research Collaboration to Benefit Safety of All Users</th>
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<tbody>
<tr>
<td><strong>Date</strong></td>
<td>May 27 (Mon) ~ 30 (Thu), 2013</td>
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<tr>
<td><strong>Venue</strong></td>
<td>Coex, Seoul, Republic of Korea</td>
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<td><strong>Organized by</strong></td>
<td>U.S. Department of Transportation (U.S. DOT) National Highway Traffic Safety Administration (NHTSA)</td>
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<td><strong>Hosted by</strong></td>
<td>Ministry of Land, Infrastructure and Transport (MOLIT) Korea Transportation Safety Authority (KOSTA)</td>
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<td><strong>Attendee</strong></td>
<td>1,113 participants from 21 countries (domestic: 764, abroad: 349)</td>
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Major Events

- Opening ceremony
- ESV 2013 award
- Plenary / Special / Technical session
- Government status report
- Exhibition
- Technical tour
- Closing ceremony
Opening Ceremony

- **Key Note Speech**: Suh Seoung-hwan, Minister of MOLIT
  - Highlighting strong collective efforts to enhance the vehicle safety

- **Welcome Remarks**: David L. Strickland, Administrator of NHTSA
  - Encouraging participants as international safety partners

- **Official Remarks**: Chung Il-young, President of KOTSA
  - Expecting more precious ideas for the better future
ESV 2013 Award Recipients

- U.S. Government Special Awards of Appreciation
  - 5 Persons: Germany, Korea (2), Sweden, U.S.

- U.S. Government Awards for Safety Engineering Excellence
  - 5 Persons: Germany, Japan, Korea (2), Sweden
Plenary Session

Theme: Global Collaboration for Vehicles Safety Research
- Collaboration area: crash protection, crash avoidance, and future vehicles

Good Example of Global Collaboration: HFC vehicles GTR by WP.29

Research Collaboration Principles
- Global approach, Local Application
- Data Driven, Culturally Sensitive
- Standardized Data Collection, Standardized Test Protocol

Future Collaboration: Connected Vehicles, Advanced Automatic Crash Notification
- Too big for one institute to handle
- Standardized Communication Protocol, Communication Security

To harmonize regulations is to find meaningful ways
Crash Avoidance
- Collaboration offers many positive benefits to the public and other stakeholders, leverages resources to address common needs and interest and enables global harmonization
  - The biggest challenge is not a technical one. The biggest challenge is mistrust and behavior

Crashworthiness
- We must refrain from "claiming the victory too early" and not start to cut down on passive safety before the effectiveness of crash avoidance is proven

Biomechanics
- Dummy development and assessment
- Human body and ATD model development and validation
- Accident reconstructions, injury risk curves, …
Technical Sessions

- More than 240 papers were presented and discussed
  - Active safety: safety performance and effectiveness of driver assistance technologies, …
  - Passive safety: performance of protection systems, restraint system design and performance challenges
  - Biomechanics: crash injury mechanisms and human modeling, crash test dummies, …
  - Electric vehicles, battery and fuel cell safety
  - NCAP and non regulatory approaches for improving safety
  - Student safety technology design competition
  - International Rulemaking: GTR Process and Beyond
Australia
- National road safety strategy 2011-2020 was established in 2011
- 5 areas of activity: safe roads, speeds, vehicles, people and making it happen

Japan
- The 9th fundamental traffic safety program for 2011-2015 set in March 2011
- Japan would like to collaborate internationally to establish GTR

Korea
- 30% reduction of road traffic fatalities year 2013-2017
- Established 1st automotive policy master plan (2012-2016) in 2012

Sweden
- EU for Sweden 50% reduction of fatalities year 2001-2010 (achieved)
- Sweden approximately 220 in year 2020 (50% reduction/10 years)

U.S.
- Major rulemaking Initiatives: EDR, pedestrian safety, hydrogen GTR, …
- Near term priority research: oblique / low overlap frontal, advanced forward collision avoidance, V2V communications, distraction, …
- New area of focus: older occupant, electronic control systems, automated vehicles, …
Exhibitions

- Under the theme of “Vehicle Safety Technology”, major automobile companies, auto parts manufacturers, NHTSA and MOLIT participated and provided various attractions (Total 30 companies / organizations)
Social Program

- **Welcome Reception**
  - More than 700 people participated
  - Great networking opportunity with the play of fantastic Korean traditional music

- **Gala Dinner**
  - 295 participants (201 foreign)
  - Attendees experienced the high level of Korean traditional culture (like Taekwondo performance)
Technical Tour

- Korea Automobile Testing & Research Institute
- Samsung Digital City & Hyundai Motor Company
Closing Ceremony

- Farewell Remarks

- Student Competition Winners
  - Winner: California Polytechnic State University
  - 2nd Place: Seoul National University

- Next ESV Conference
  - Goteborg Sweden, June 8-11, 2015

- Closing Remarks
Thank you for your attention!