

# Intelligent Speed Assistance (ISA) Where Technological Reality Meets Regulatory Actions

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# OUR MEMBERS



# OUR WORK



# iSAFER



Aim: to contribute to reducing speed-related road deaths and injuries across Europe with a special focus on Intelligent Speed Assistance (ISA), promoting its use at European and national level.

FUNDACIÓN **MAPFRE**



# 26,025

Killed as a consequence of road collisions

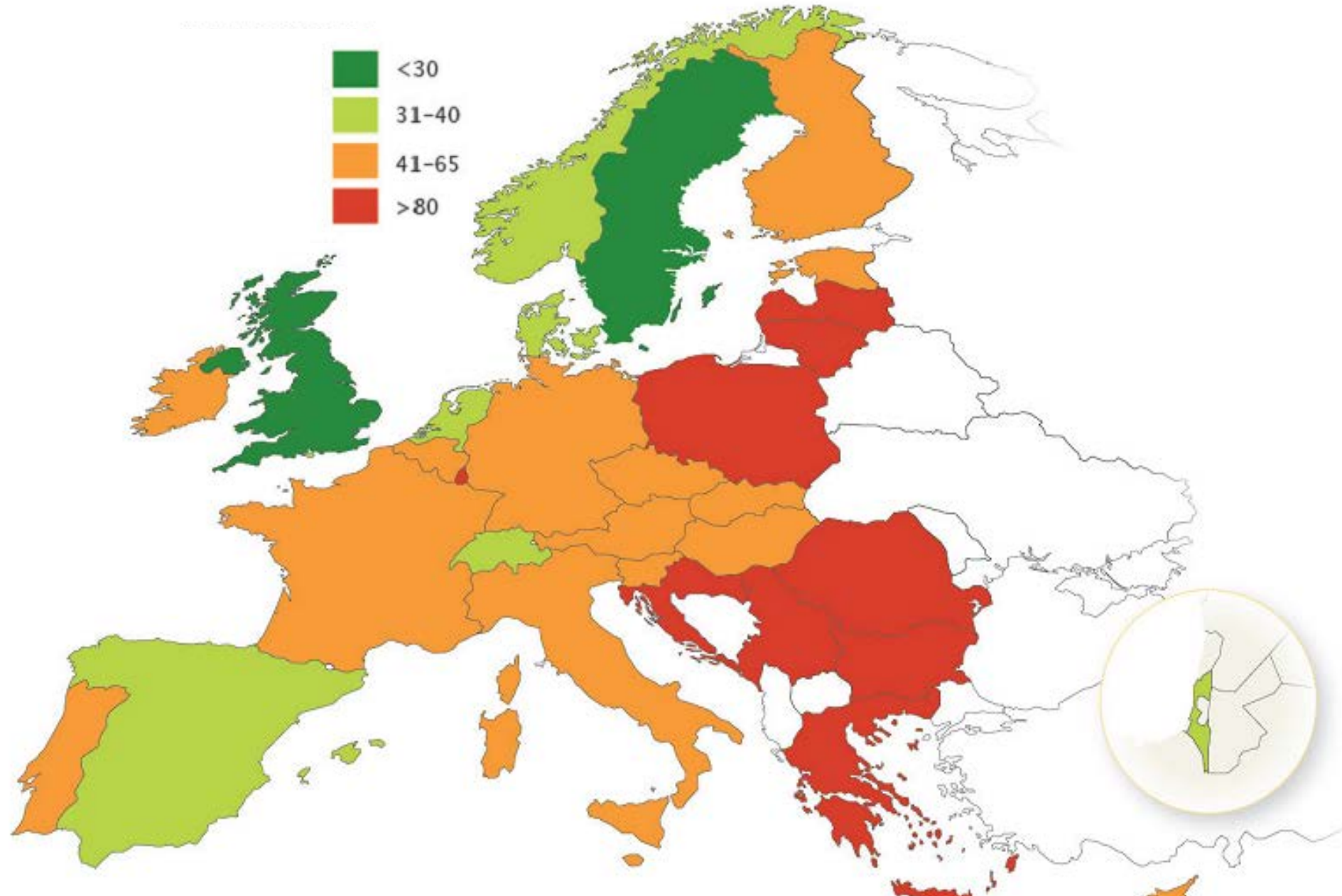
EU28 (2013)

# 1 999,000

Recorded by police as seriously  
injured following traffic collisions

EU28 (2013)

# ROAD DEATHS PER M INHABITANTS (2013)



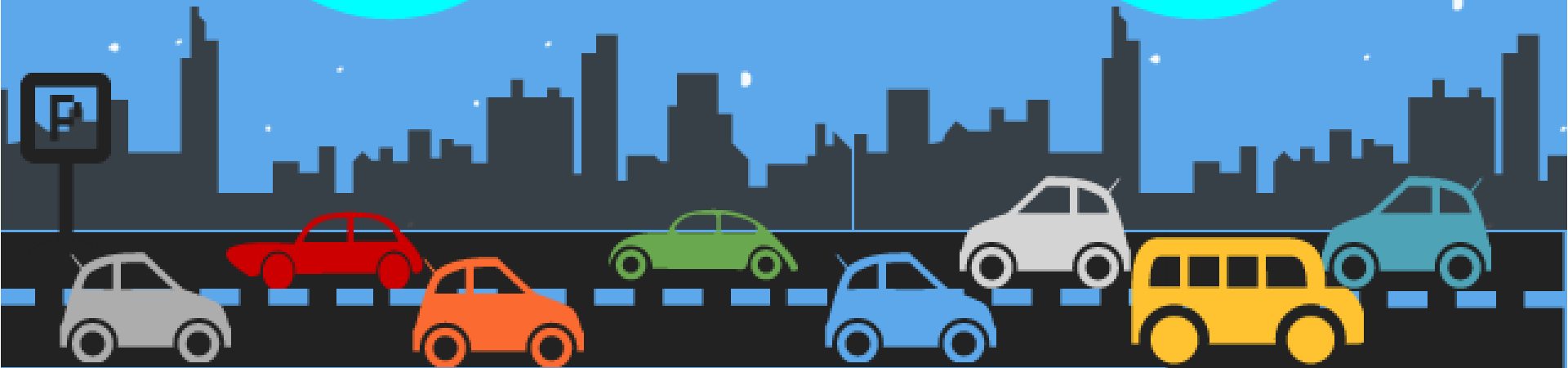
# THE EU 2020 TARGET

## European Road Safety Programme 2011 - 2020

Halving the number of road deaths

**Main goals**

Drastically reducing the number of serious injuries





# THE THREE MAIN KILLERS ON EU ROADS

## ☠ Inappropriate or excessive **speed**

More than **2,200** road deaths could be prevented each year if average speeds dropped by 'only' **1km/h** on all roads across the EU.



## ☠ Driving under the influence of **alcohol**

At least **7,500** deaths could have been prevented if all drivers involved in accidents and reported to be driving over the limit had been sober.

## ☠ Failure to wear **seat belts**

Around **12,400** car occupants survived serious crashes in 2009 because they wore a seat belt.

# VEHICLE SAFETY

- European citizens do not benefit equally from vehicle safety improvements.
- If all cars were designed to provide crash protection equivalent to that of the best cars in the same class, half of all fatal and disabling injuries could be avoided.
- Increase in occupant protection from 4 to 5 stars reduces the risk of death by 50%.

# VEHICLE SAFETY

- Safety levels of new cars sold are notably lower in Central and Eastern Europe.
- Consolidating the internal market for safety will have to be an important cornerstone of achieving the 2020 road safety target.
- EU must require standard fitting of key safety technologies.

**FIT SAFETY AS STANDARD**

# PRIORITIES FOR THE GENERAL SAFETY REGULATION

- Speed
  - Intelligent Speed Assistance (ISA) and Automated Emergency Braking (AEB)
- Seat Belt Use
  - Seat belt reminders for all passenger seats
- Drink Driving
  - Alcohol interlocks on professional vehicles and a standard interface for all vehicles

# What is ISA?

ISA can advise drivers of speed limits using a GPS database combined with cameras that read road signs.

The information is communicated in 3 ways:

1. informing the driver of the limit (**advisory ISA**),
2. warning them when they are driving faster than the limit (**warning ISA**)
3. or actively aiding the driver to keep to the limit (**assisting ISA**).

# WHY ISA?

- Speed both increases the risk of a crash and severity of outcomes
- Up to 50% of drivers exceed speed limits on motorways, up to 70% on roads outside built-up areas and as many as 80% in urban areas.
- Consumer demand for informative ISA: help the driver respect the speed limit, avoid fines, increased comfort..
- Reduced fuel consumption / lower CO<sub>2</sub> emissions



# WHY ISA?

- Advisory ISA can achieve an **18%** reduction in fatal accidents.
- Assisting ISA can achieve a **37%** reduction in fatal accidents.



EU should introduce overridable, assisting ISA on all new vehicles as part of the General Safety Regulation review.

# ALCOHOL INTERLOCKS

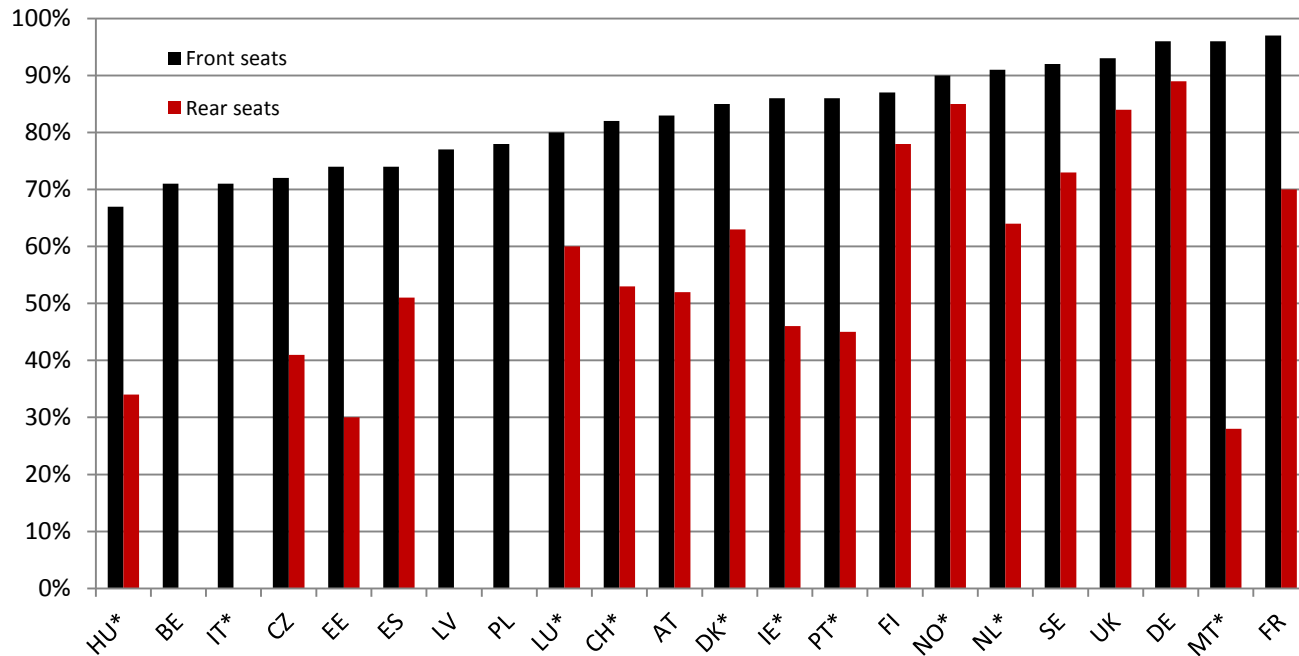
- Increasingly used across Europe for professional drivers and in rehabilitation programmes for drink driving offenders.
- Reoffending rates in Finland reduced from 30% to 6% with use of interlocks.
- Already compulsory on school buses in France and Finland. 100,000 in use in Sweden.

Should be mandatory for professional vehicles and all cars should have a standard interface to enable use when needed.





# SEAT BELT REMINDERS



- Seat belts are mandatory on all seats. But reminder alerts only on driver seat.
- Wearing rates vary greatly across Europe especially between front and rear seats and in urban and rural areas.

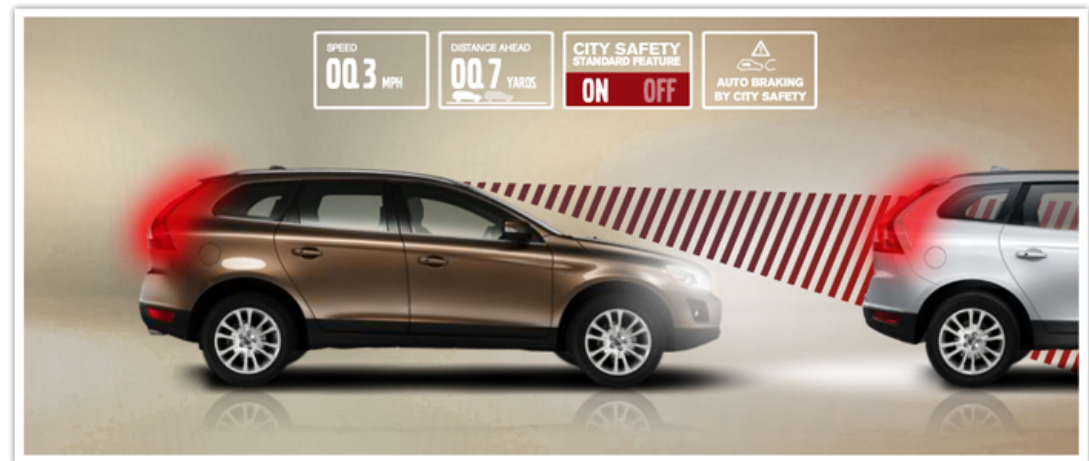
Seat belt reminders should be fitted on all front and rear seats. Could save 900 lives a year.



# CUTTING EDGE EU RESEARCH AND JOBS



Vehicle safety offers a competitive advantage for the EU car industry.



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