How innovation is driving mobility

Today and for future generations

Kenji Wani
Ministry of Land, Infrastructure,
Transport and Tourism
Japan

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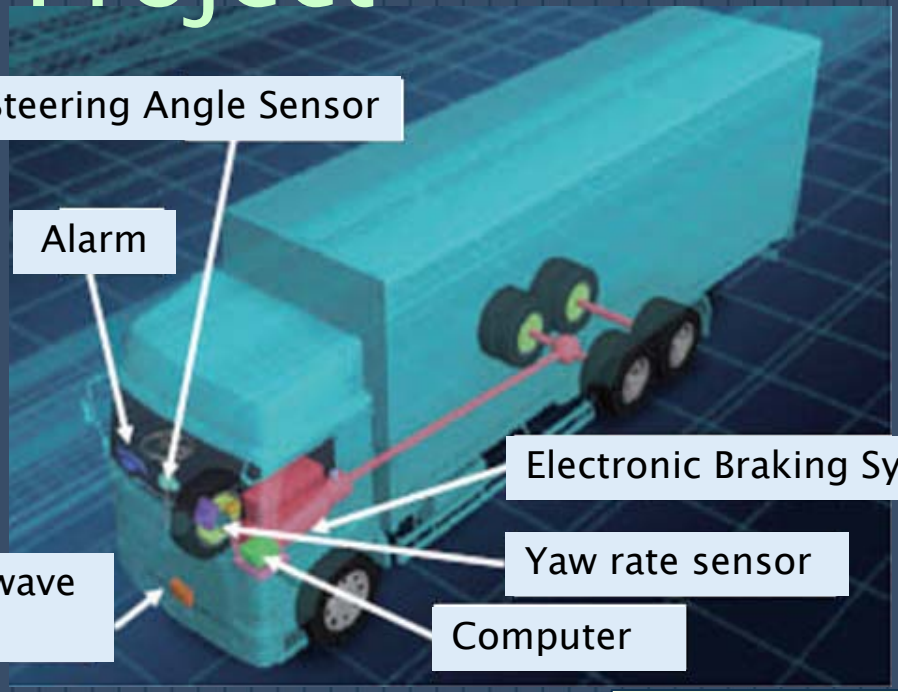
ASV Project



■ Observing the forward situation

■ Emitting a sound alarm

■ Activating brake system

ASV Project

Towards widespread use of autonomous technologies

*Increase the social acceptance
*Information to users

New Technology

*Communication technology
*Progress of autonomous technology

Phase 4

Challenge and future contribute to accident reduction

2006

Phase 3

Promote Popularization and Develop new technologies

2001

Phase 2

Research and Develop for Market Introduction

1996

Phase 1

Study Technological Possibilities

1991

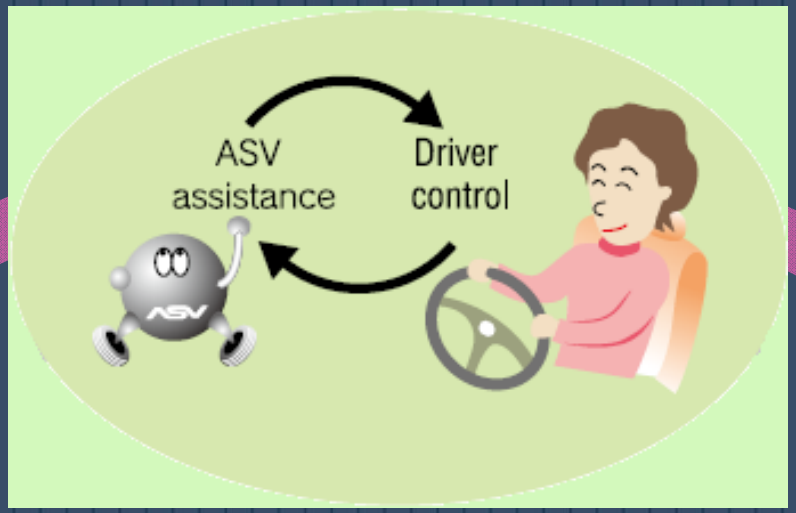
Safety principals

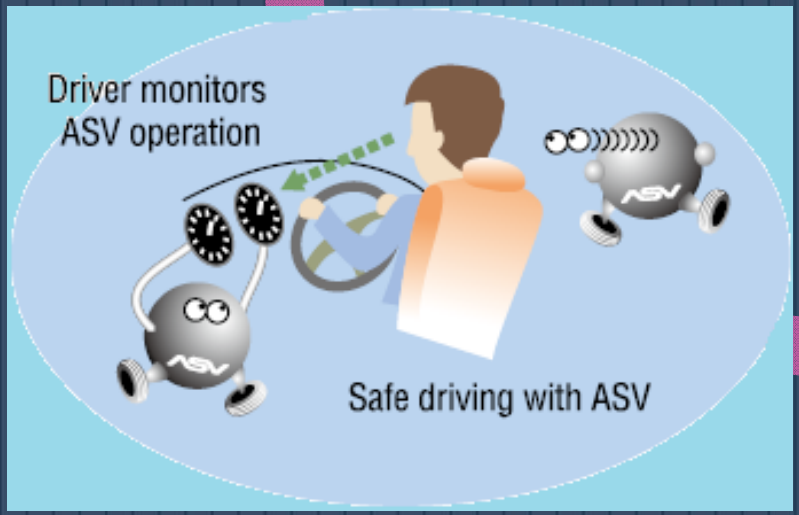
Industry, Academia and Government

ASV Project

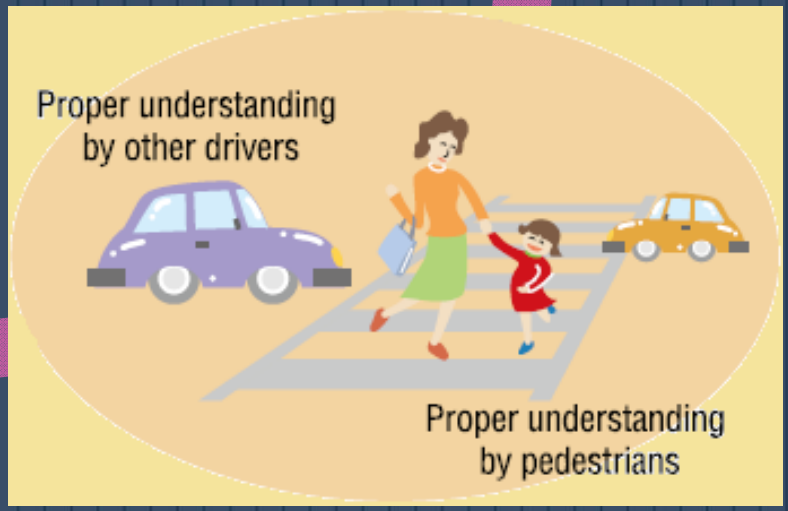
Design Principle

Driver Assistance





Driver Acceptance



Social Acceptance

ASV Project

Discussion Points of the ASV Project Phase 5

- ✓ Significant advance of active safety performance

  - The goal is to further development of significant advance of active safety performance.

  - Discuss and define a concept of active safety technologies

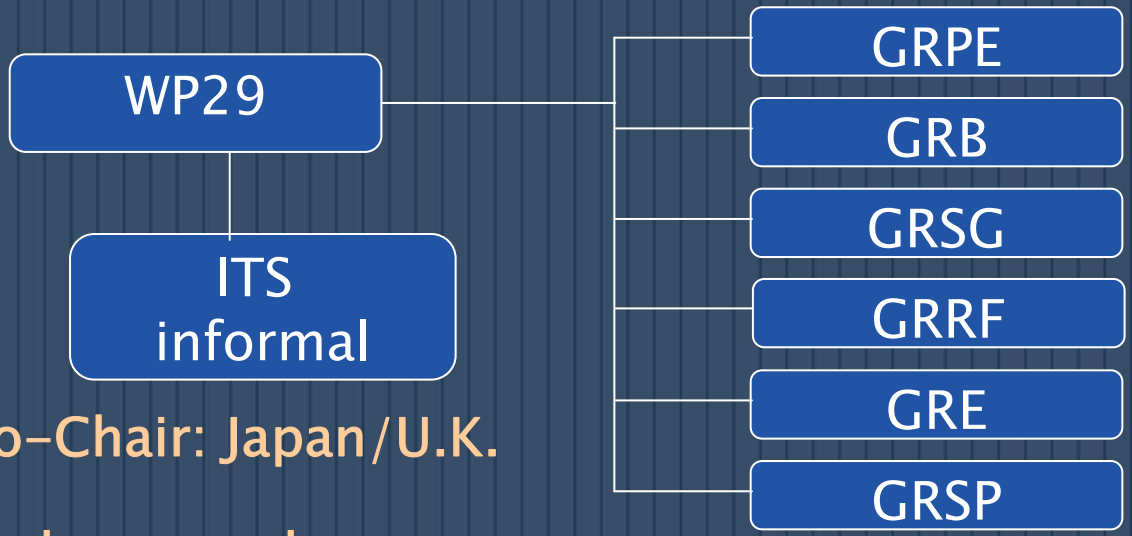
  - Providing the information to the society, considering the latest technology level and social receptivity of ASV.

ASV Project

Discussion Points of the ASV Project Phase 5

- ✓ Communication-based systems that respond to not only vehicles but also pedestrians
  - Further development of new technologies for communication-based systems
  - Further study of the practical use
    - Vehicle to vehicle communications systems
    - Vehicle to pedestrians communications systems

ITS Informal Group in WP.29



Co-Chair: Japan/U.K.

Background :

- Rapid growth of In-Vehicle ITS technologies
- Necessity of appropriate consideration of safety for proper development and deployment

Achievement:

- Establish warning principle at 154th session of WP.29 held in June 2011

Future works

- Considering control principle “keeping drivers in the loop”

Thank you for your attention