



NEWS RELEASE

## ETSC signs up to eCall

**4 May 2010, Brussels – On the eCall Awareness Day today, the European Transport Safety Council<sup>(1)</sup> along with governments of eight more EU Member States signed the Memorandum of Understanding (MoU) for realisation of eCall. A full implementation of this interoperable in-vehicle emergency call service is estimated to cut response time across Europe thus increasing the proportion of those with potentially fatal injuries who survive, as well as mitigating the severity of other injuries.**

Pioneered by the European Commission, the eCall technology, once in operation, will allow for an emergency call to be generated, either manually or automatically, from a crashed vehicle immediately after a road accident has occurred. Basic data on the crash, including its location, will then be transmitted to an eCall operator and simultaneously a voice communication will be established between an emergency centre and the vehicle occupants.

According to the European Commission, eCall will annually save up to 2,500 lives in Europe and significantly reduce the severity of injuries in 15% of all accidents involving health damage<sup>(2)</sup>. There are currently over 37,000 road deaths and over 3 million road casualties in the EU every year.

ETSC research shows that at least 50% of deaths from road traffic crashes occur within minutes, either at the scene or while in transit to hospital. Of the remainder, most die within 24 hours despite medical care. The response time of emergency services plays an important role in survivability of accidents.

The measures proposed by the European Commission should ensure that eCall works in all 27 EU countries and in cars of all brands and countries of origin by 2014. It is expected that the eCall device would cost around 100 EUR when implemented in all vehicles.

The pan-European eCall project represents a concrete example of how co-operation among Member States and industry, coordinated at the European level, can improve safety and quality of life of European citizens. ETSC supports the aim of this Memorandum of Understanding which is to encourage co-operation between the vehicle makers, telecom operators, the European Commission and the Member States together with other relevant industry partners.

Speaking about the ETSC motivation to support eCall, Executive Director Antonio Avenoso said: *“Road safety experts fully support the deployment of Intelligent Transport Systems (ITS) technologies such as eCall which have high life-saving potential.”*

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### Notes to Editors

(1) The European Transport Safety Council (ETSC) is a Brussels-based independent non-profit making organisation dedicated to the reduction of the number and severity of transport crashes in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together national and international organisations concerned with transport safety from across Europe. See [www.etsc.eu](http://www.etsc.eu)

(2) [http://ec.europa.eu/information\\_society/activities/esafety/doc/esafety\\_forum/invehicle\\_ecall\\_mou.pdf](http://ec.europa.eu/information_society/activities/esafety/doc/esafety_forum/invehicle_ecall_mou.pdf)