



NEWS RELEASE
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Denmark Receives Road Safety PIN Award 2013

Road Deaths Cut by 31% in Denmark since 2010

17 June 2013, Brussels – “I am honoured to welcome Denmark as the latest entry in our prestigious list of PIN¹ Award recipients. Their achievements in reducing the number of deaths on Danish roads make Denmark worthy of being recognised as a road safety champion,” said Antonio Avenoso, ETSC² Executive Director at the PIN Award Ceremony held during the 7th Annual Conference of the Road Safety Performance Index (PIN) Project. The Award for Denmark was presented to the Justice Minister Morten Bødskov.

Since 2001, Denmark has achieved an impressive 59% reduction in the number of road deaths, the fourth best in the EU.³ Moreover, Denmark is a frontrunner in terms of progress towards the EU road safety target of halving road deaths between 2010 and 2020, and has reached a road mortality figure of 31 deaths per million inhabitants.⁴ “We are confident that this Award, coming as Denmark reached its domestic target of having less than 200 road deaths, will spur efforts of all Danish stakeholders to continue on this path and do even better in the future,” added Mr. Avenoso.

In his speech, Mr. Bødskov detailed the policies which helped his country improve road safety, particularly focusing on actions to tackle drink driving and speeding. He acknowledged that, despite current efforts, full compliance with speed limits and drink driving legislation has yet to be reached, hence work on these, as well as other emerging causes of risk on the roads, should remain high on the policy-makers’ agenda. “As the relation between speed and the risk and severity of consequences following collisions has been well-documented, we believe it is important to focus on the consequences and risk of speed, even when the speeding is not excessive,” he said. Additionally, Mr. Bødskov identified lack of attention by road users as an emerging area of concern which will need to be addressed in the future.

He also noted that one of the priorities in the new Danish Road Safety Strategy, adopted in April 2013 to cover the period up to and including 2020, is the use of hospital data to minimise the underreporting of serious injuries. Finally, he stressed the importance of all countries having comparable data on serious injuries and said that Denmark will hopefully be able to provide data based on the Maximum Abbreviated Injury Scale from 2015 onwards.⁵

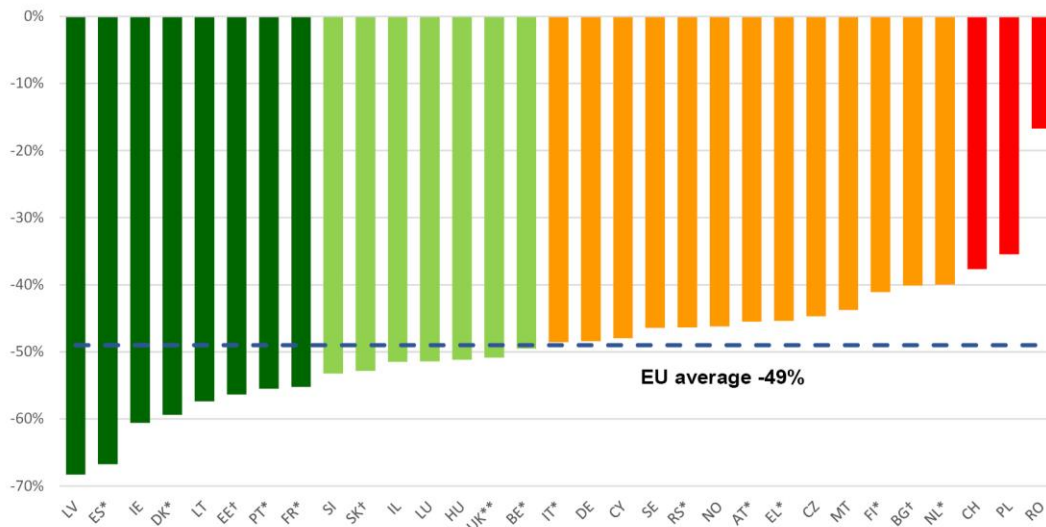
Detailed figures for Denmark are available in ETSC 7th PIN Report under www.etsc.eu/PIN-publications.php. For further enquiries, please contact PIN Programme Manager Graziella Jost, graziella.jost@etsc.eu, or ETSC Communications Manager Mircea Steriu, mircea.steriu@etsc.eu, mob. +32(0)4 98.51.65.62, +32 (0)4 84.38.05.79.

Notes to editors:

¹ The Road Safety Performance Index (PIN) Programme was launched in June 2006 to compare country road safety performances. It currently includes the 27 countries of the EU, as well as Israel, Norway, the Republic of Serbia and Switzerland. The Road Safety Performance Index (PIN) programme receives financial support from Volvo Group, Volvo Trucks, the Swedish Transport Administration, the Norwegian Public Roads Administration and Toyota Motor Europe. www.etsc.eu/PIN.php

² ETSC is a Brussels-based independent non-profit making organisation dedicated to reducing the numbers of deaths and injuries in transport in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 47 national and international organisations concerned with transport safety from across Europe. www.etsc.eu

³ Percentage change in road deaths between 2001 and 2012

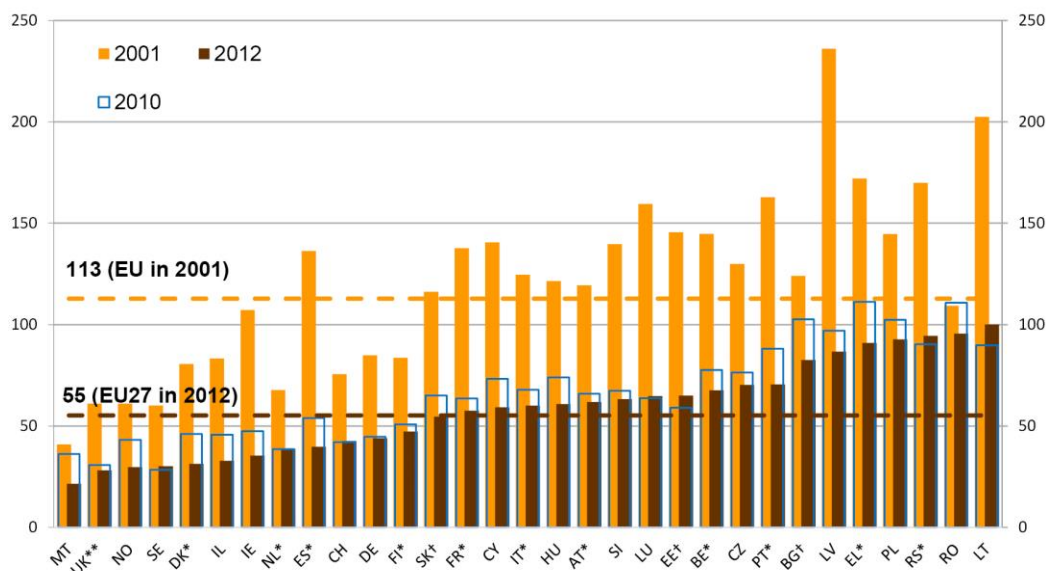


* Provisional estimates used for 2012, as the final figures for 2012 are not yet available at the time of going to print.

** UK estimate based on 10% decrease in killed in 2012 Q1-3 compared with 2011 Q1-3.

† ETSC estimates based on EC CARE Quick Indicator.

⁴ Fig.6 Road deaths per million inhabitants in 2012 (with road deaths per million inhabitants in 2001 and 2010 for comparison).



⁵ Mr. Bødskov details the policies which helped his country improve road safety in ETSC 7th PIN Report *Back on track to reach the EU 2020 Road Safety Target?* www.etsc.eu/PIN-publications.php