



NEWS RELEASE

## **CARS2020: An Encouraging Blueprint that Needs Follow-up**

***9 November 2012, Brussels* – “ETSC welcomes the publication of the Action Plan for the European automotive industry,” said Antonio Avenoso, ETSC Executive Director<sup>1</sup> following the European Commission’s announcement of the CARS 2020 Action Plan.<sup>2</sup> “As a participant in the CARS 21, ETSC is happy to see the Commission moving forward following the recommendations of the CARS 21 report,” Mr. Avenoso continued.**

“In order to significantly improve safety on EU roads and to reach the EU target of no more than 15,500 road deaths, the cars driven in the EU must become safer. In-car technologies with a demonstrated high life-saving potential must be prioritised and the EU decision-makers must show leadership in promoting their widespread roll-out. ETSC thus welcomes the Commission’s stated ambition to promote eCall systems, which follows the European Parliament’s own resolution report calling for the swift introduction of eCall in cars driven in the EU,”<sup>3</sup> Mr. Avenoso said.

ETSC also welcomes the prioritisation of technologies which support driving behaviour and the enforcement of road rules. “The CARS2020 Action Plan identifies intelligent speed management devices and seatbelt reminders, a particularly positive development. We urge the European Commission to follow up the Action Plan with the appropriate legislative proposals for the full-scale deployment of these life-saving technologies,” said Mr. Avenoso.

Speed measurements in free flowing traffic reveal that up to 30% of drivers exceeded the posted speed limit on motorways in 2009, while the percentage of drivers exceeding the speed limits on rural and urban roads is much larger.<sup>4</sup> “If every driver slowed down by just 1km/h, more than 2,200 road deaths could be prevented yearly. Intelligent Speed Adaptation (ISA) systems, once deployed, would go a long way in reducing average travelling speeds and bring about significant progress towards reaching the EU 2020 road safety target,” said Mr. Avenoso.

Moreover, an additional 2,500 lives could be saved yearly if the seatbelt wearing rate for all car occupants would be 99%. The average seatbelt wearing rates in the EU were 89% for front seats and 71% for rear seats in 2009.<sup>5</sup> “In order increase seatbelt wearing rates, ETSC asks the European Commission to extend the mandatory use of seatbelt reminders to all seats as soon as possible,” said Mr. Avenoso.

## Background:

Last month ETSC wrote an open letter to European Commission Vice-President and Commissioner for Transport and Mobility Siim Kallas asking for the drafting and publication of EU-wide guidelines on the way in which Member States collect, store and update information to create digital maps containing the speed limits on their road network. The publication of such guidelines would come under the 2009 EU ITS Directive and, together with promoting in-car technical requirements, would be a major step in the EU-wide roll-out of ISA.<sup>6</sup>

For more information please contact ETSC Communications Manager Mircea Steriu at [mircea.steriu@etsc.eu](mailto:mircea.steriu@etsc.eu), or Policy Officer Luana Bidasca at [luana.bidasca@etsc.eu](mailto:luana.bidasca@etsc.eu), tel. +32 (0)2 230.41.06

## Notes to editors:

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<sup>1</sup> 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 46 national and international organisations concerned with transport safety from across Europe. [www.etsc.eu](http://www.etsc.eu)

<sup>2</sup> More information is available here:

[http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item\\_id=6268&lang=en&tpa\\_id=0&title=Action-plan-for-the-EU-automotive-industry-in-2020](http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=6268&lang=en&tpa_id=0&title=Action-plan-for-the-EU-automotive-industry-in-2020)

<sup>3</sup> The European Parliament resolution on eCall can be found here:

<http://www.europarl.europa.eu/sides/getDoc.do?type=TA&language=EN&reference=P7-TA-2012-274>

<sup>4</sup> ETSC 4<sup>th</sup> Road Safety PIN Report:

<http://www.etsc.eu/documents/ETSC%20PIN%20Report%202010.pdf>

<sup>5</sup> Ibid.

<sup>6</sup> The ETSC letter can be found here:

[http://etsc.eu/documents/Letter%20to%20Vice%20President%20Kallas\\_ETSC\\_ITS\\_ISA\\_9.10.2012.pdf](http://etsc.eu/documents/Letter%20to%20Vice%20President%20Kallas_ETSC_ITS_ISA_9.10.2012.pdf)