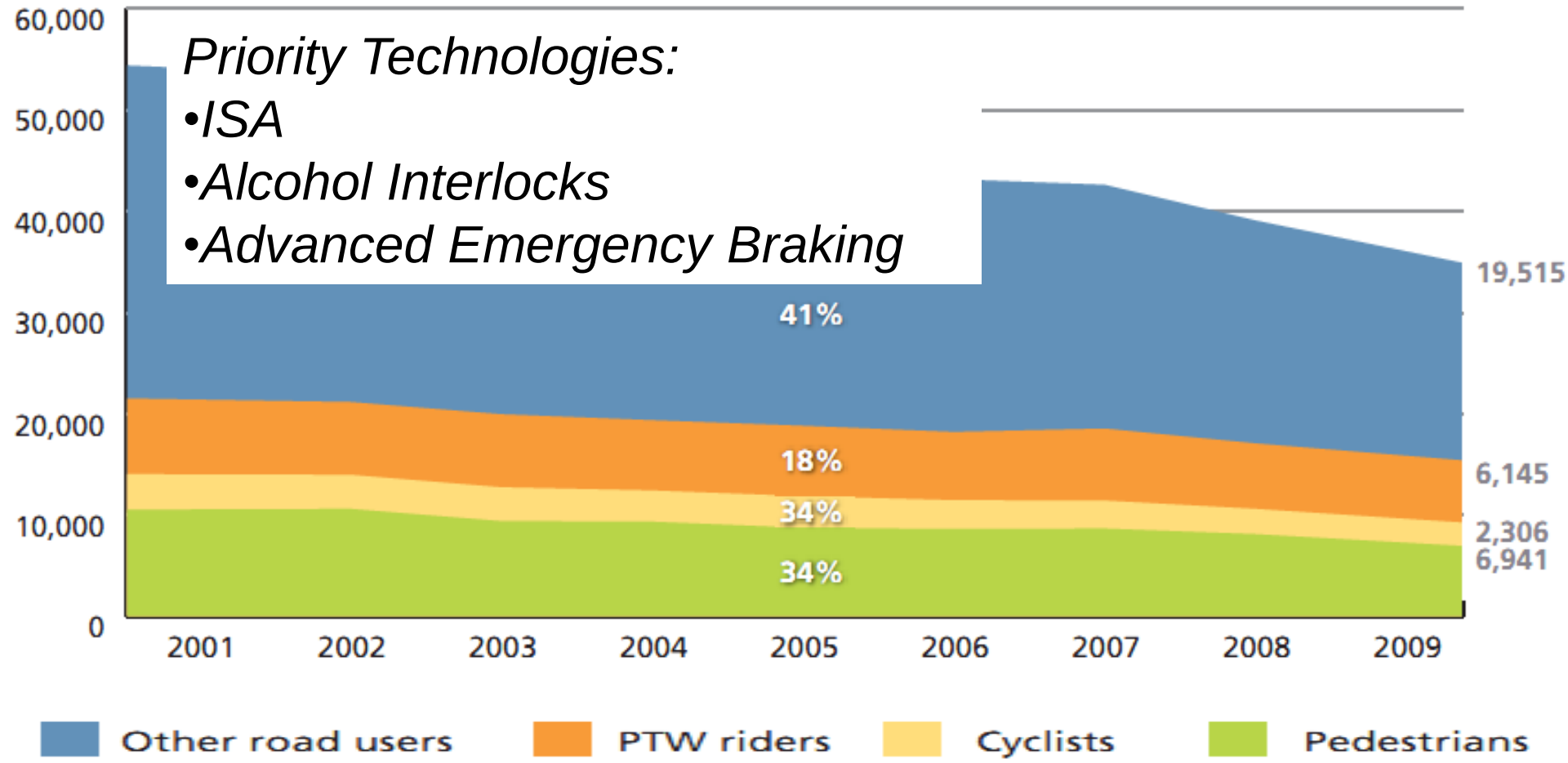
Next Phase of Developments for Vulnerable Road User Safety: What's New in Technology, testing and transport-related research?

European Road Safety Day 6th of May 2013

Antonio Avenoso, ETSC

ETSC European Transport Safety Council 1993 - 2013

Reduction in road deaths since 2001



20

ETSC European Transport Safety Council 1993 - 2013

Priority-based measures: VRUs

- ***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 be prevented each year if accident-involved drivers reported to be driving over the limit had been sober.*

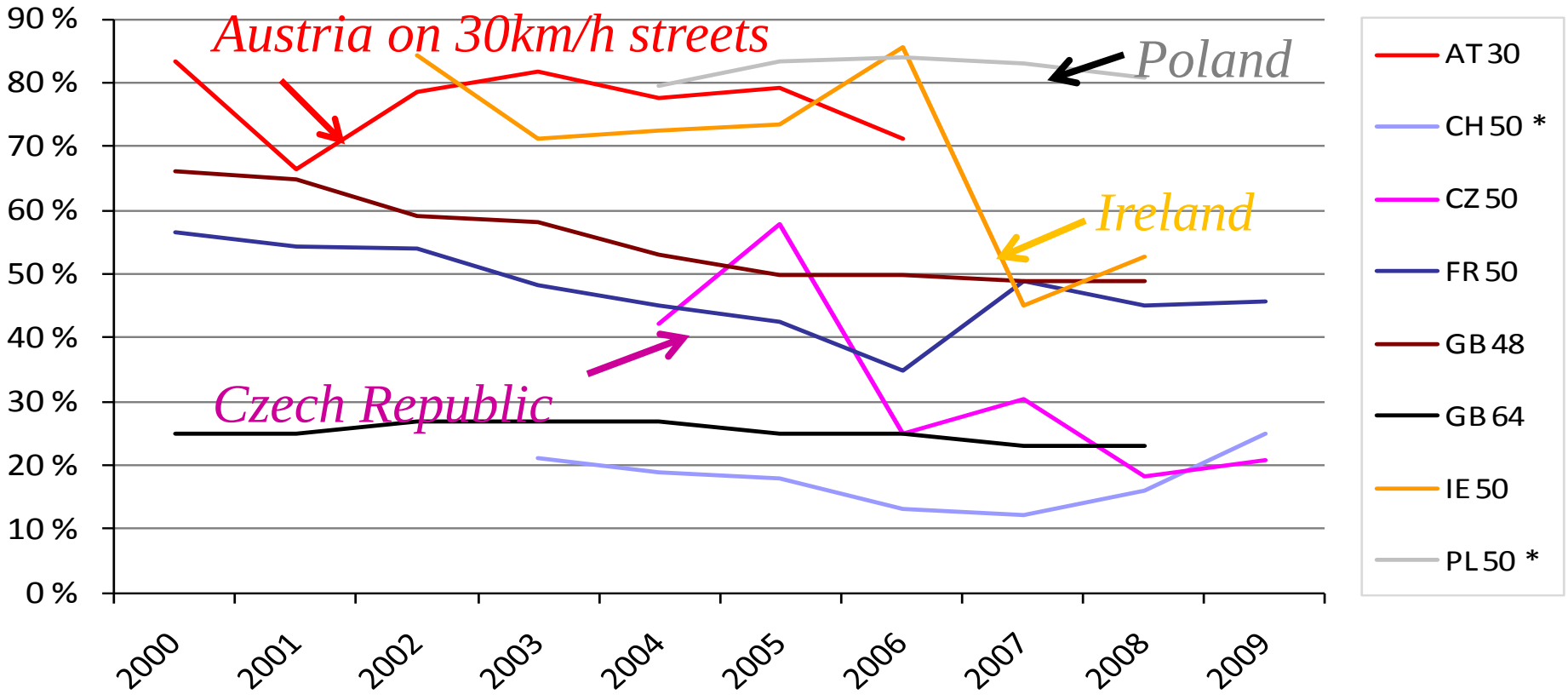
- *Non-observance of VRUs, late and insufficient braking by Vehicle Driver.*

"Most VRUs will benefit from indirect benefits that ITS applications (ISA, alcohol interlocks, AEB etc.) development for passenger cars will bring."

EC Study on ITS - Safety and Comfort of VRU

Key for VRUs: Speed in Urban Areas

*% of cars and vans exceeding speed limits on **urban roads***



* *All traffic*

Intelligent Speed Assistance (ISA)

Short Term (2013):

-Development of harmonised standards for ISA.

Under the ITS Directive:

- Launch best practice guidelines on digital maps

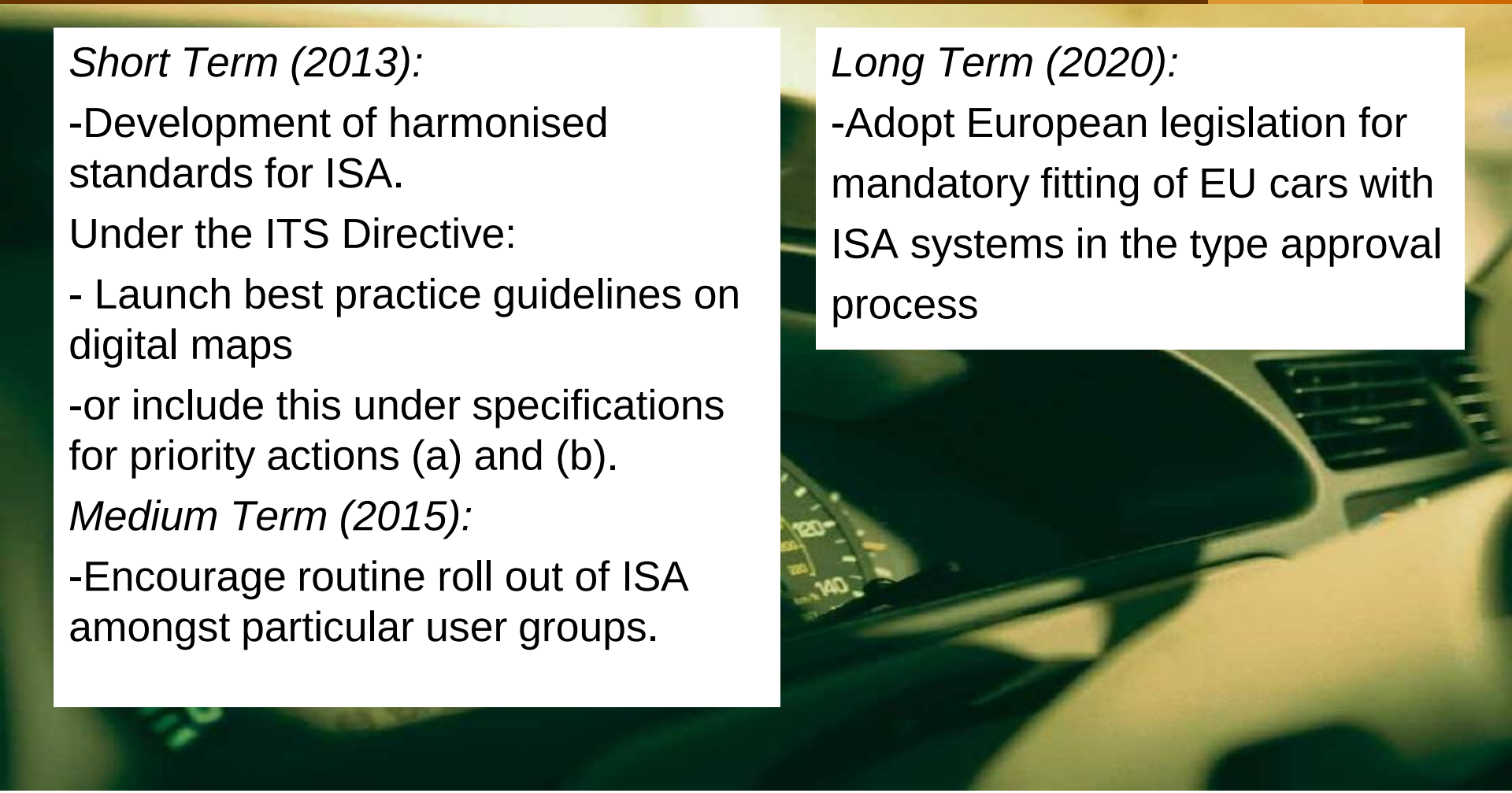
-or include this under specifications for priority actions (a) and (b).

Medium Term (2015):

-Encourage routine roll out of ISA amongst particular user groups.

Long Term (2020):

-Adopt European legislation for mandatory fitting of EU cars with ISA systems in the type approval process



Alcohol Interlocks

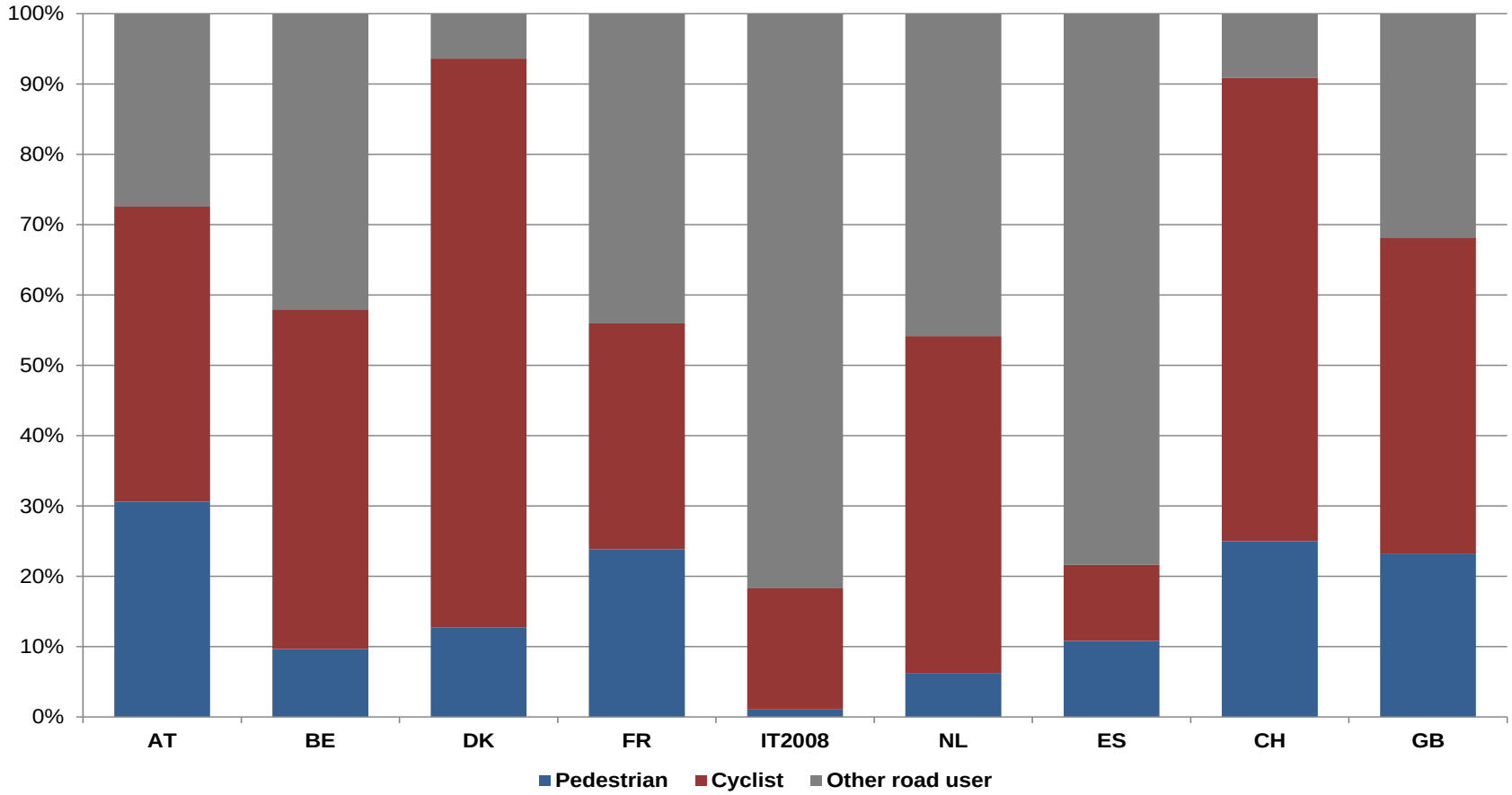
- Alcohol interlocks require the driver to take a breath test before starting the car. If the driver fails the test, the device locks the ignition of the car.
- ETSC recommends a step-wise approach:

  Short Term:
  - Introduce uniform standards for alcohol interlocks in Europe.
  - Ensure vehicles can be retrofitted with alcohol interlocks
  - Provide Member States with guidelines to introduce the technology in rehabilitation programmes and fleets.
  - Voluntary fitment for fleet vehiles (buses, taxis, HGVs)

  Medium Term:
  - Mandatory fitment for transport of children and in trucks and buses.
  - Legislate alcohol interlocks for first time high level offenders and recidivists

  Long-term:
  - Mandatory fitment for non-intrusive alcohol interlocks for all vehicles.

HGVs-VRUs: Blind Spots



Percentage by type of road user of those killed or seriously injured in a collision with a goods vehicle over 3.5 tonnes performing a near-side turn
Average for the last three years available.

ETSC European Transport Safety Council 1993 - 2013

Vehicle measures for VRUs

- Welcome attention being given to integrated, active and co-operative safety systems
  - AEB, pre-safe, e-Call
  - All directionally sound
- Concerns
  - Evidence base is lacking for most effective systems
  - Distraction – information management
  - Nomadic devices
- Need a systematic feedback from real-world driving
  - FOTs can help
  - Which systems does each vehicle have?

ETSC European Transport Safety Council 1993 - 2013

Next Steps for VRU Safety Technologies

- Routinely **evaluate** the safety benefits of in-vehicle and other safety technologies
- **Identify** the most life-saving technologies and the most beneficial applications
- **Recommend** the relevant measures for their synchronised deployment (e.g. legislation when needed)
- Financial **incentives**, public procurement for safe and clean vehicles
- Market for Safety: **EuroNCAP**

Find out more

- Safety of Vulnerable Road Users, ETSC Policy Paper (2005)
- Intelligent Speed Adaptation: Myths and Reality (2006)
- Tackling the Three Main Killer, PIN Flash (2010)
- Unprotected Road Users Left Behind, PIN Flash (2011)
- Drink Driving: Toward Zero Tolerance (2012)
- ETSC's Contribution to CARS 21 (2012)
- Raising the Bar, Review of Cycling Safety Policies in the European Union (2012)
- www.etsc.eu



