

LAUNCH EVENT

European Parliament - 14 April 2009

New PIN Country Ranking

Boost the market for safer cars

across the EU



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Introduction to ETSC



Monitoring EU transport safety policy

Road Safety Performance Index (PIN)
- Ranking EU countries' performances



Preventing Drink Driving and Speeding

S·h·L·O·W!
Speed Programme



Roads to Respect:
Infrastructure Safety

www.etsc.be

The PIN is delivering ...

PIN Flashes – quarterly country rankings in specific areas of road safety:

- Progress toward the target
- Behaviour indicators: seat belt, speed, alcohol
- Infrastructure safety
- Vulnerable groups: PTW, children, older people

... to create a higher demand for safety

... to pave the way for leadership

www.etsc.be/PIN

EU ambition

EU target to cut by 50%
road deaths
between 2001 and 2010

If current trends continue,
the EU-27 will reach it
only by **2017**.



Boost the market for safer cars

- There is **no overall indicator** of what is a safe car
- All cars sold in the EU have to comply with common min. standards (**EU type approval regulation**)
- Euro NCAP provides an **objective assessment** of the protection provided by a car in case of a crash and gives stars to cars going beyond those min. standards

Boost the market for safer cars (II)

Two indicators with equal importance:

- ***Occupant protection:***

proportion of cars awarded 5, 4, 3 and 2 stars for occupant protection among new cars sold (Fig. 1)

- ***Pedestrian protection:***

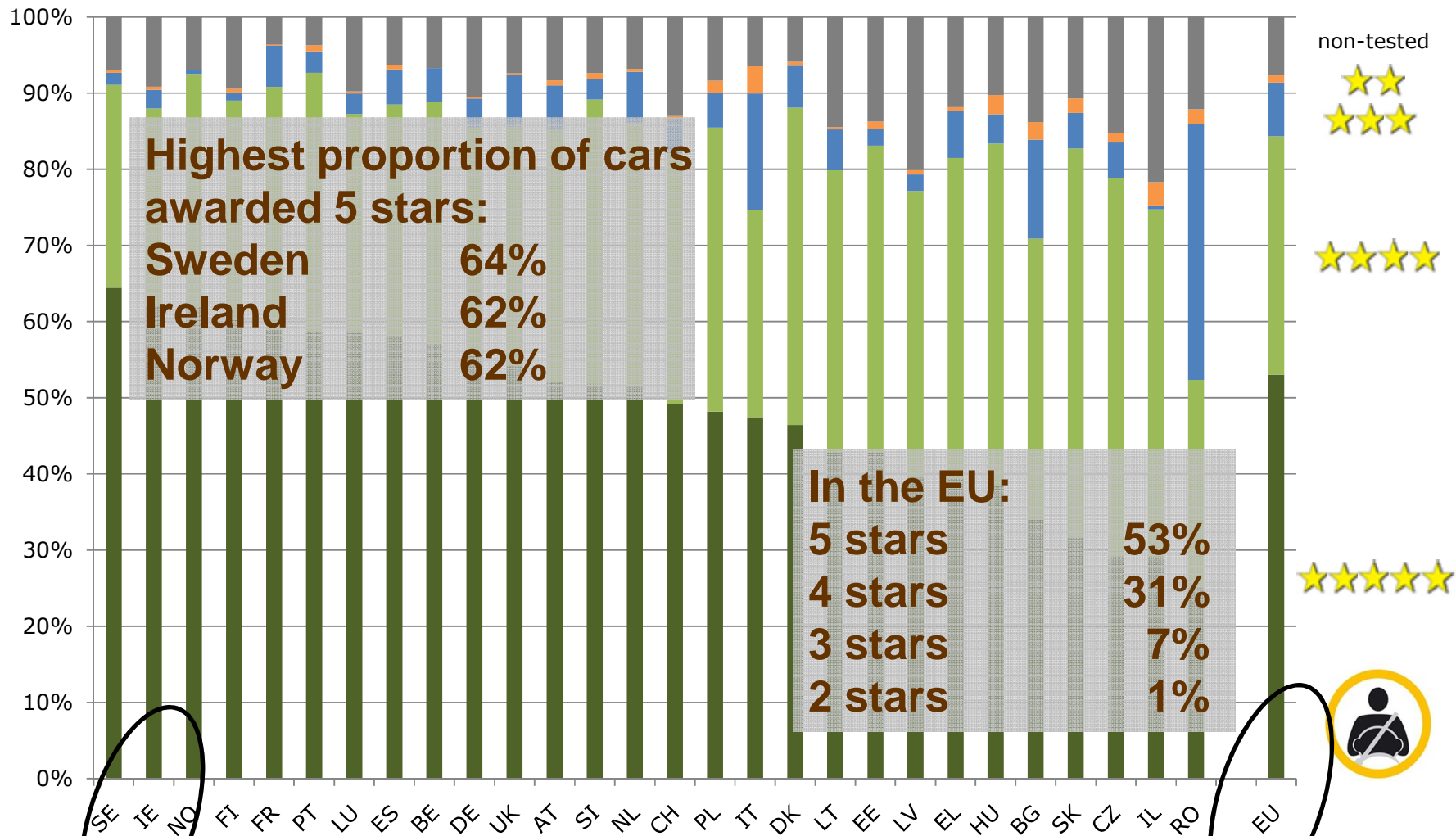
proportion of cars awarded 3, 2 and 2 stars for pedestrian protection among new cars sold (Fig. 2)

Two additional indicators

- ***Child occupant protection***

- Penetration of ***Seat Belt Reminders*** in new cars

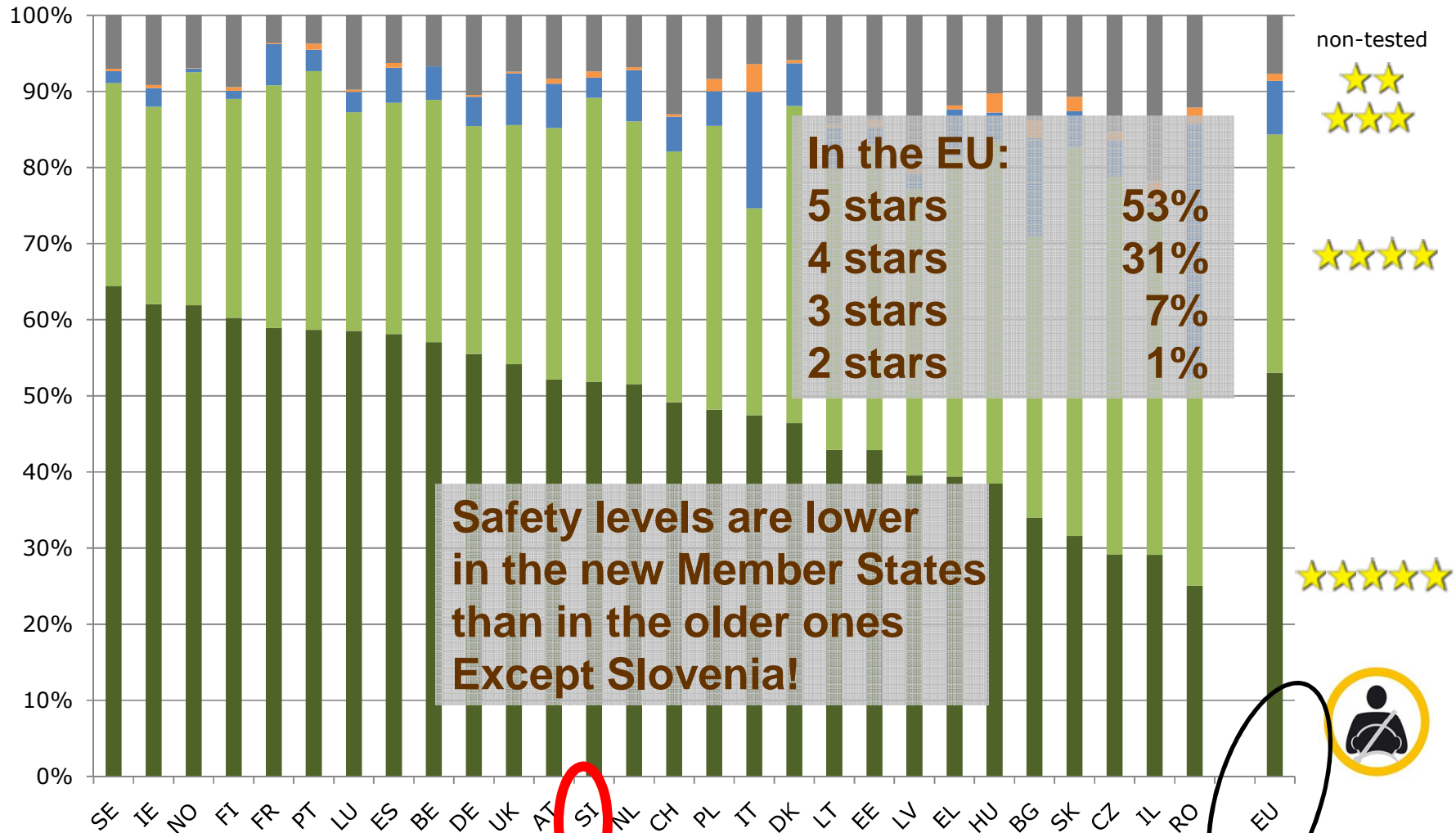
Occupant protection



Occupant protection of new cars sold in 2008

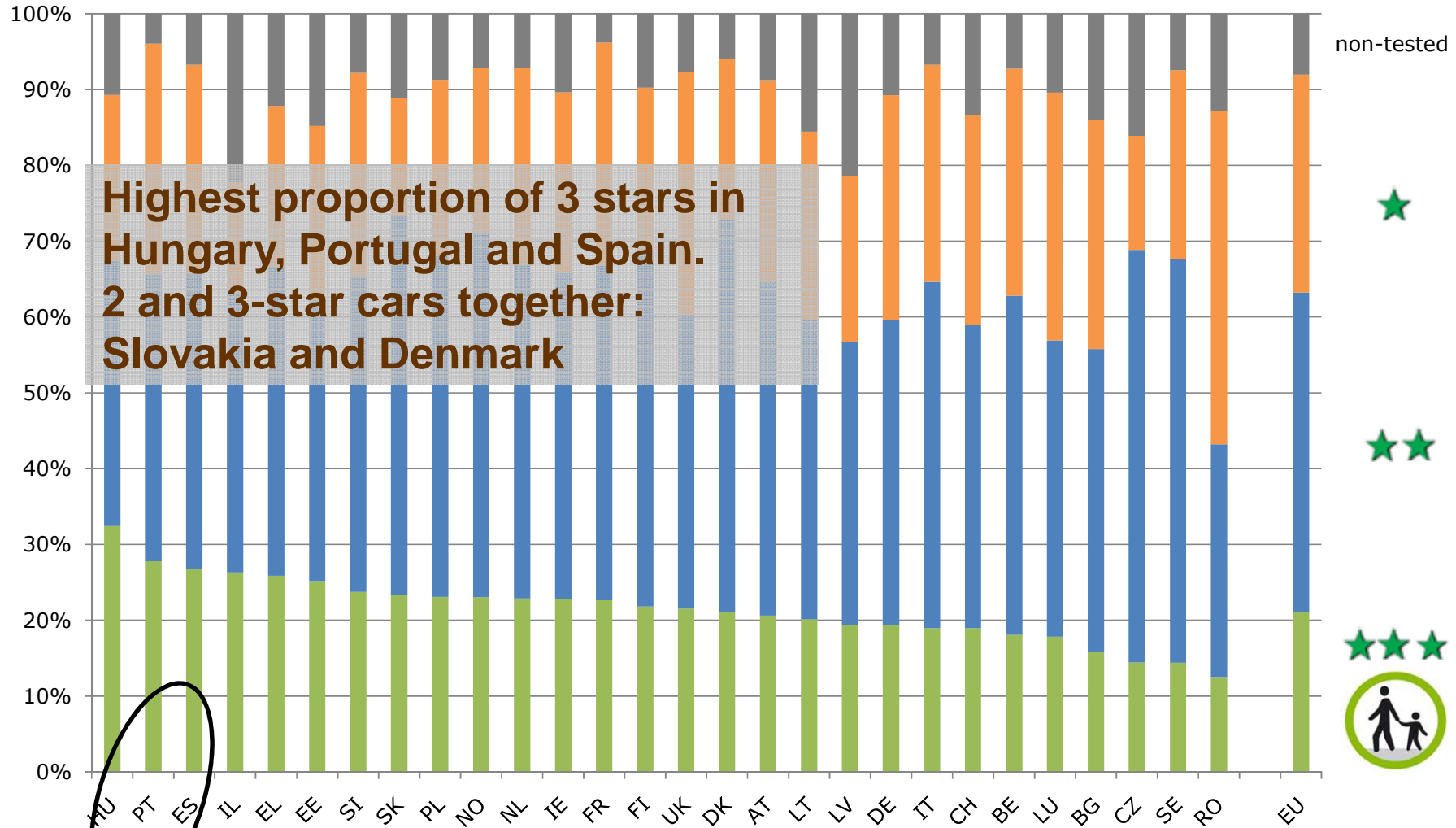


Occupant protection



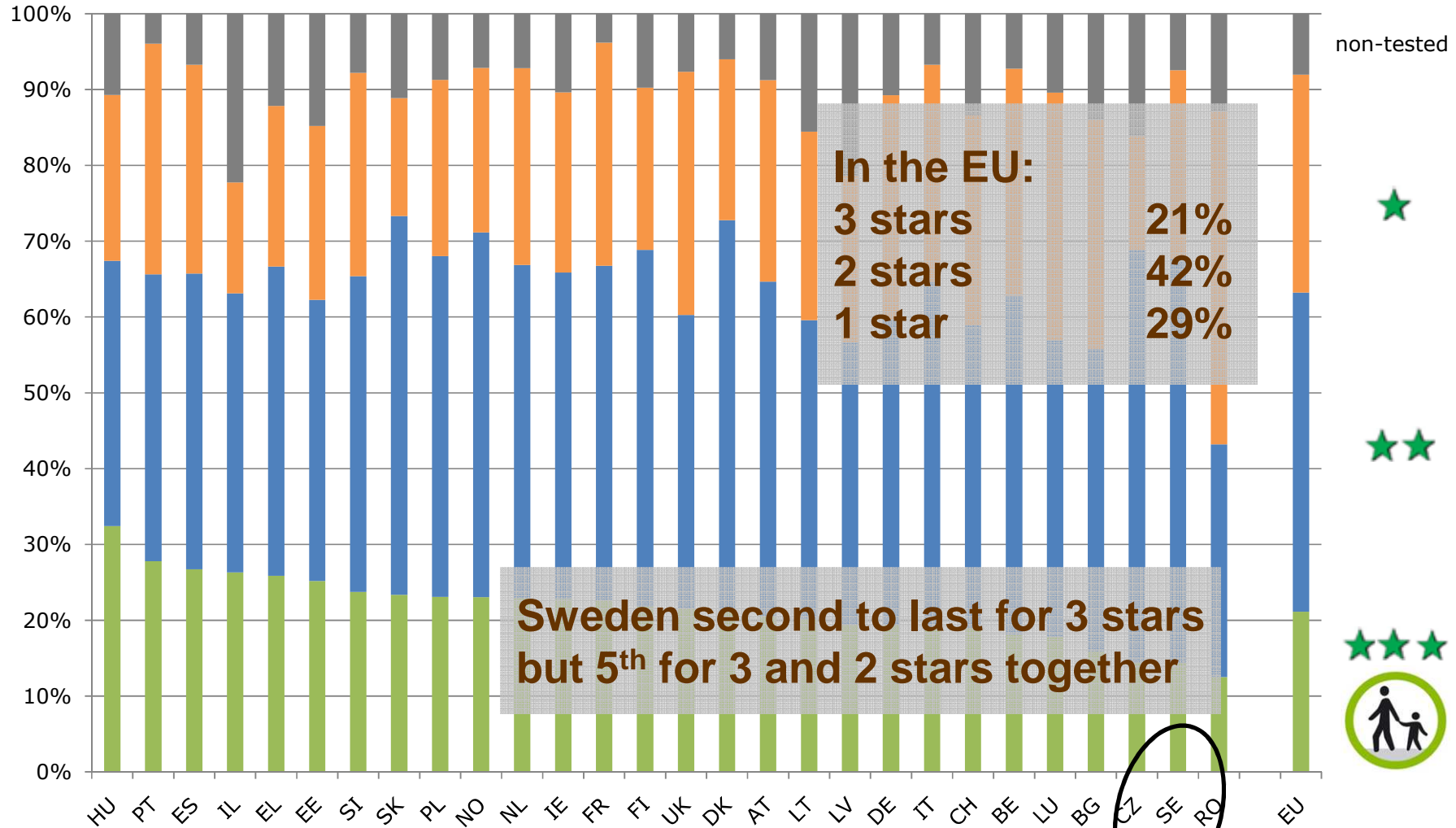
Occupant protection of new cars sold in 2008

Pedestrian protection



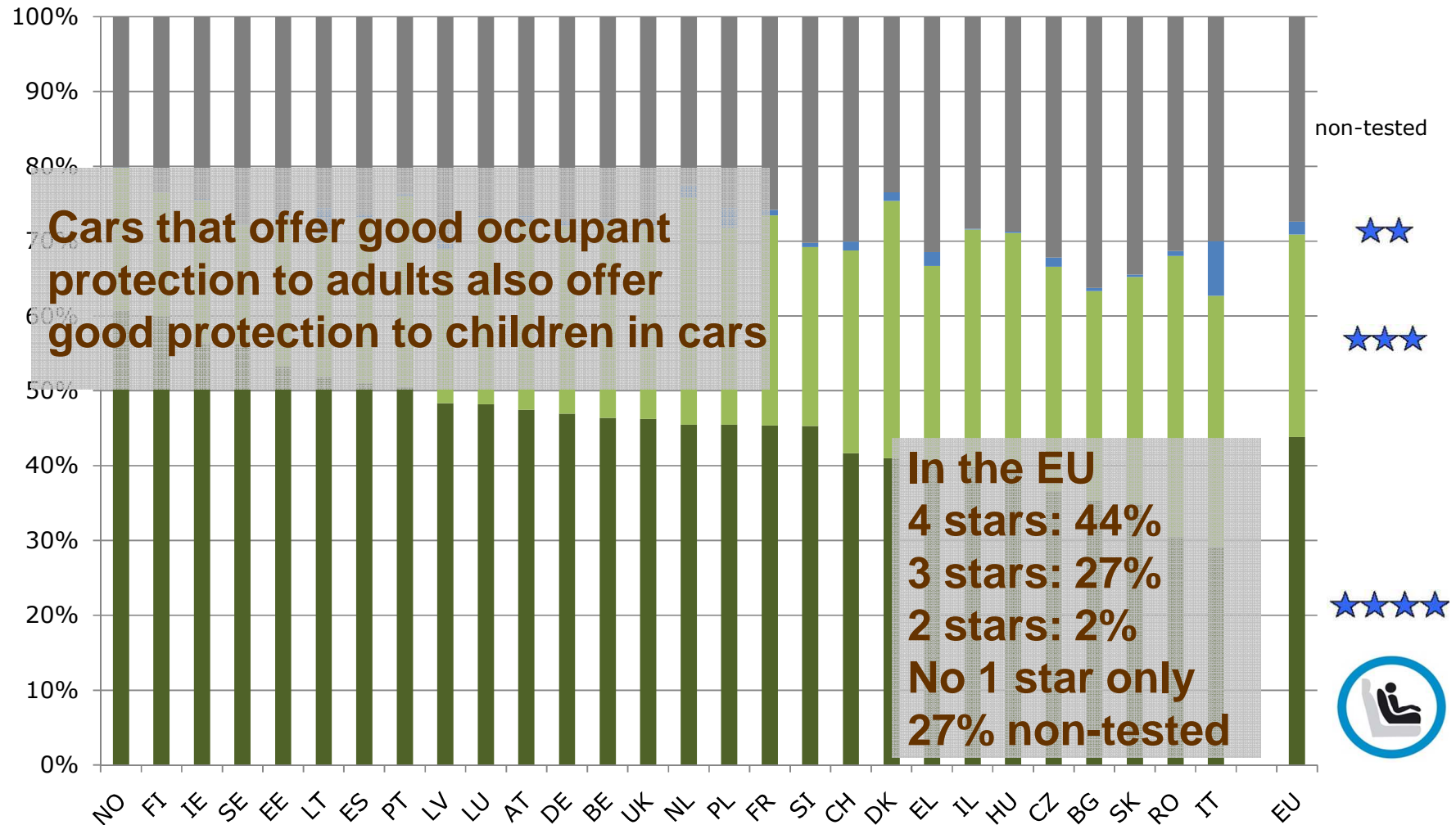
Pedestrian protection of new cars sold in 2008

Pedestrian protection



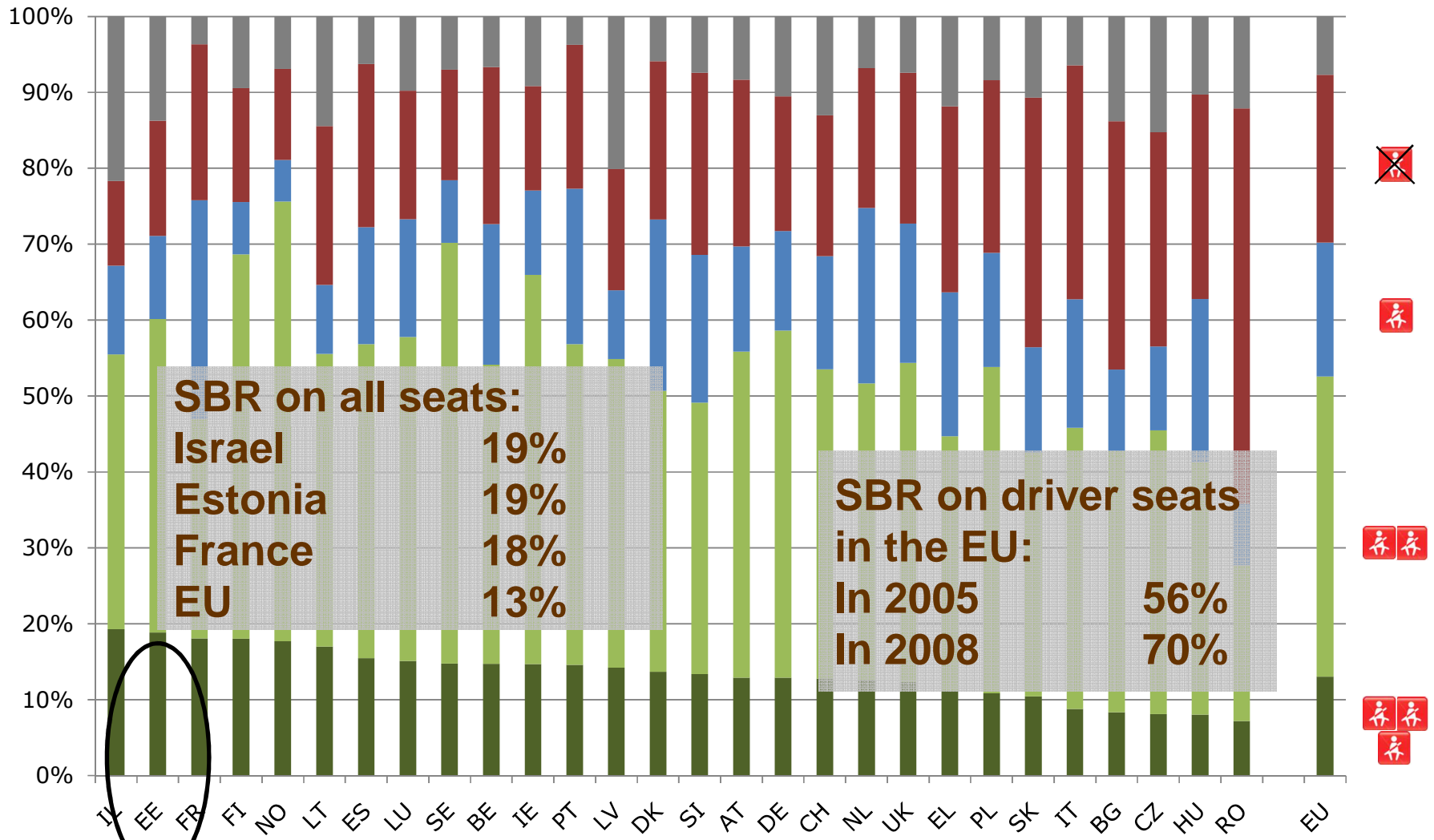
Pedestrian protection of new cars sold in 2008

Child occupant protection



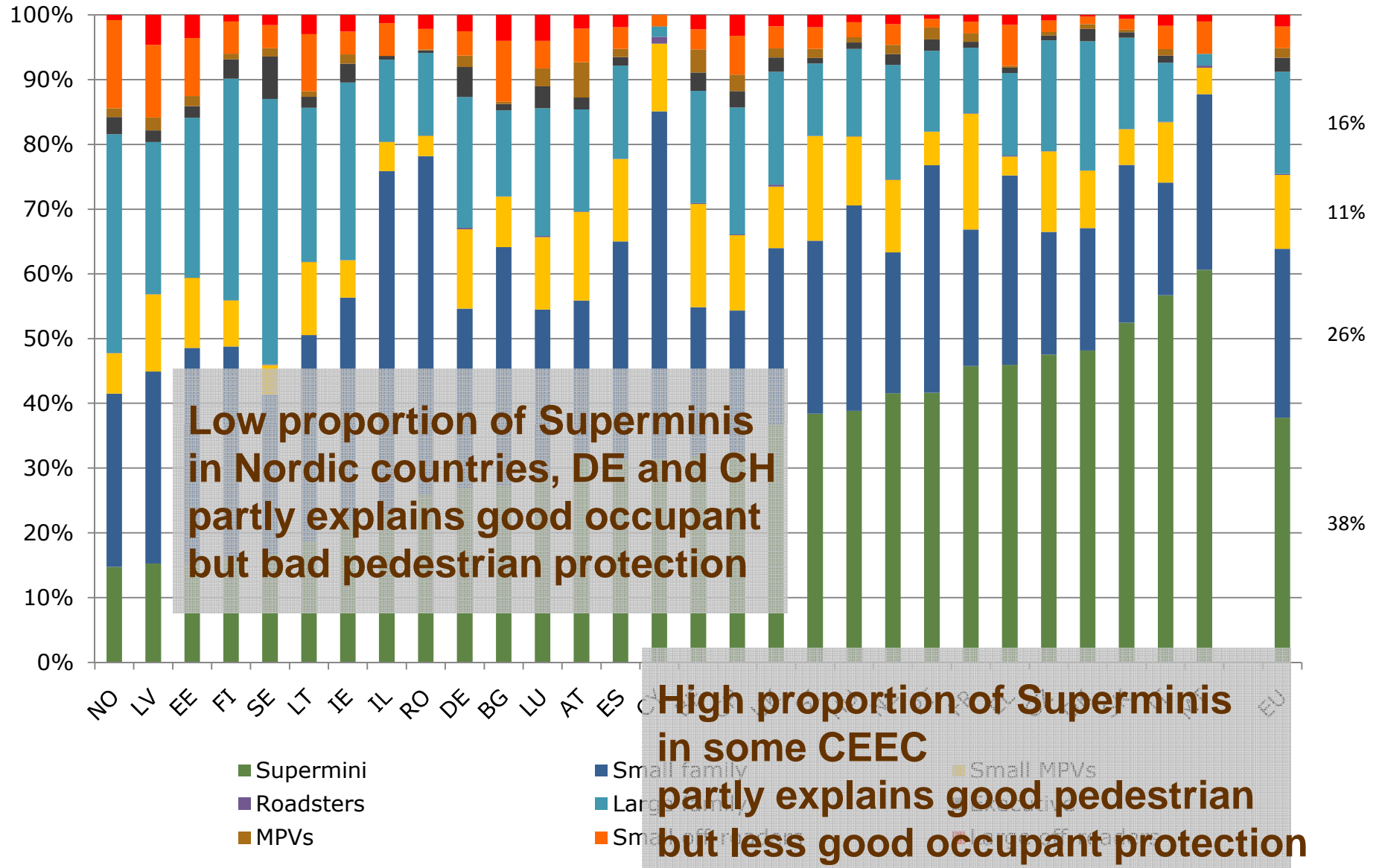
Child protection of new cars sold in 2008

Seat belt reminders

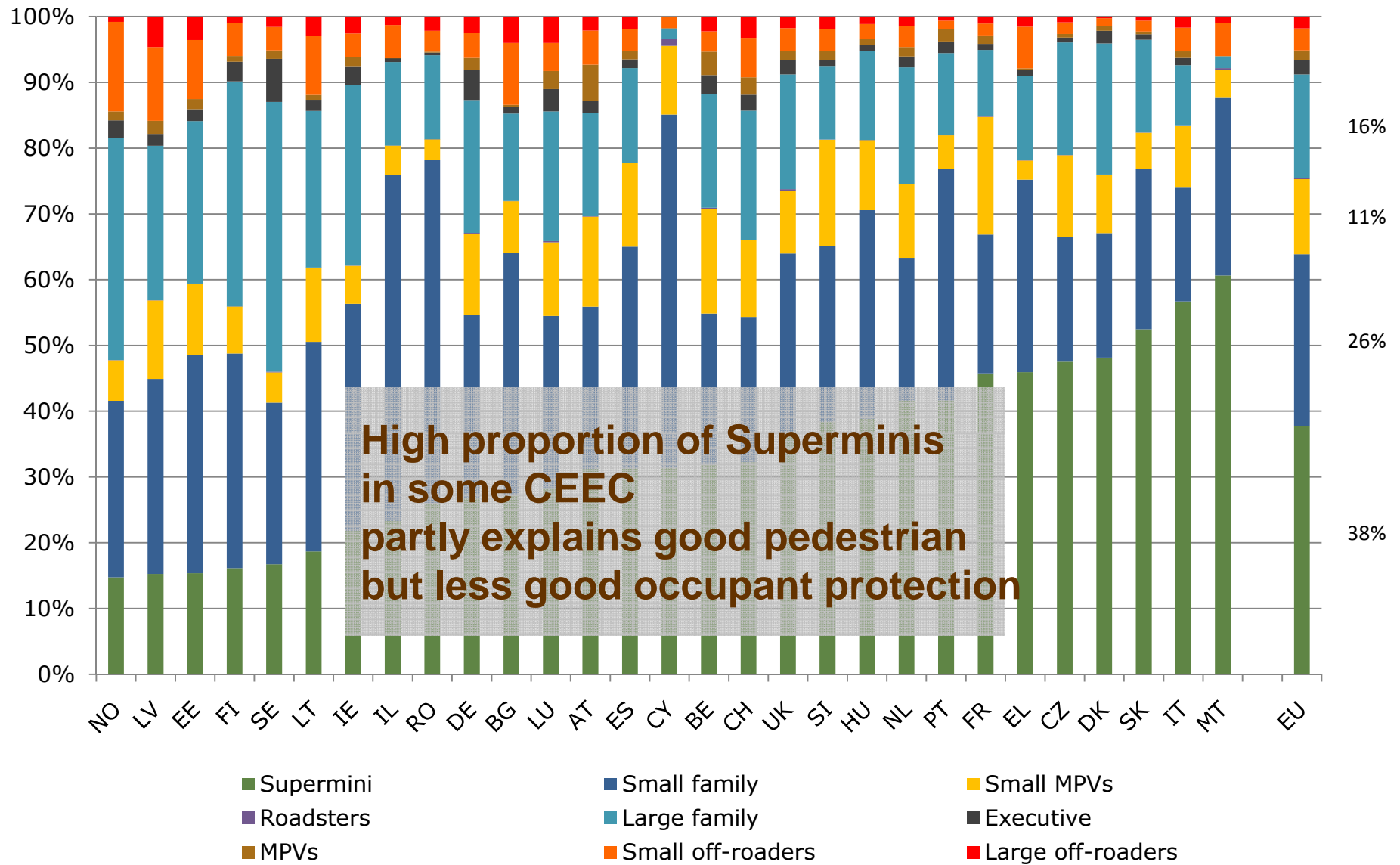


Seat belt reminder in new cars sold in 2008

Market share

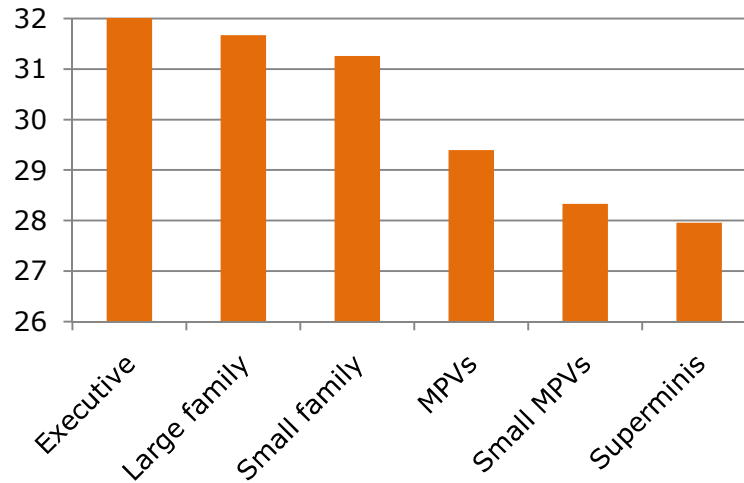


Market share

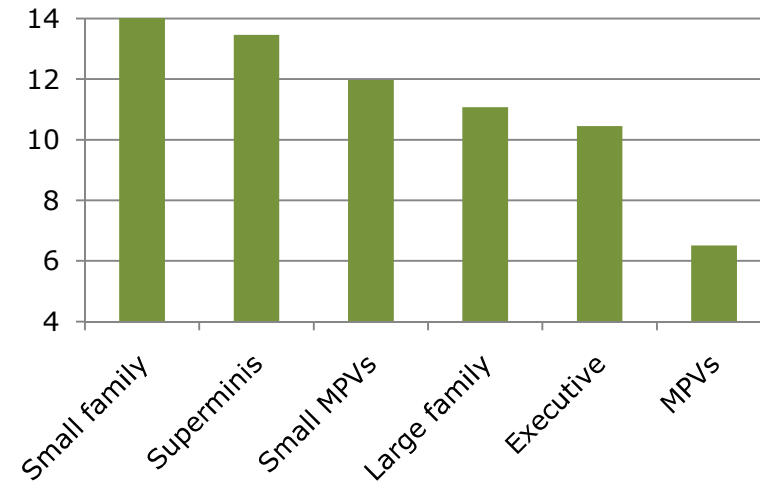


Safety performance by categories

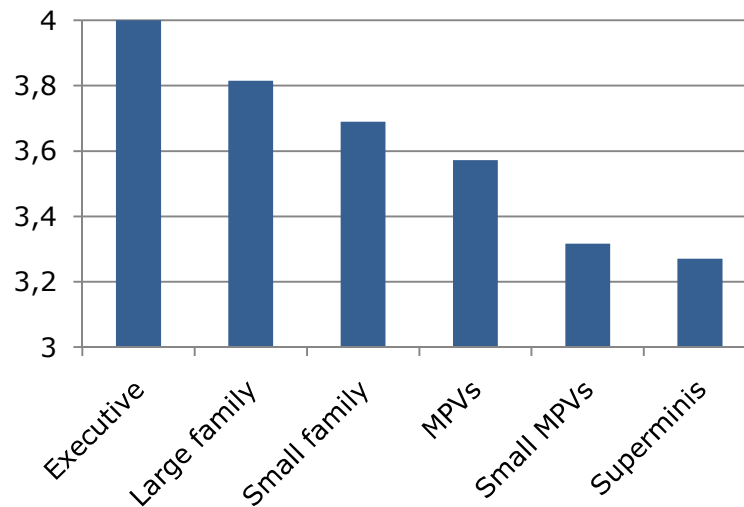
Occupant protection score



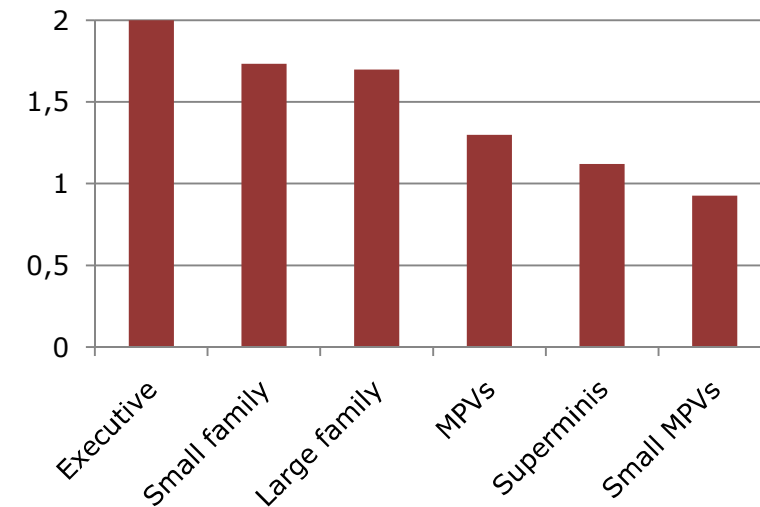
Pedestrian protection score



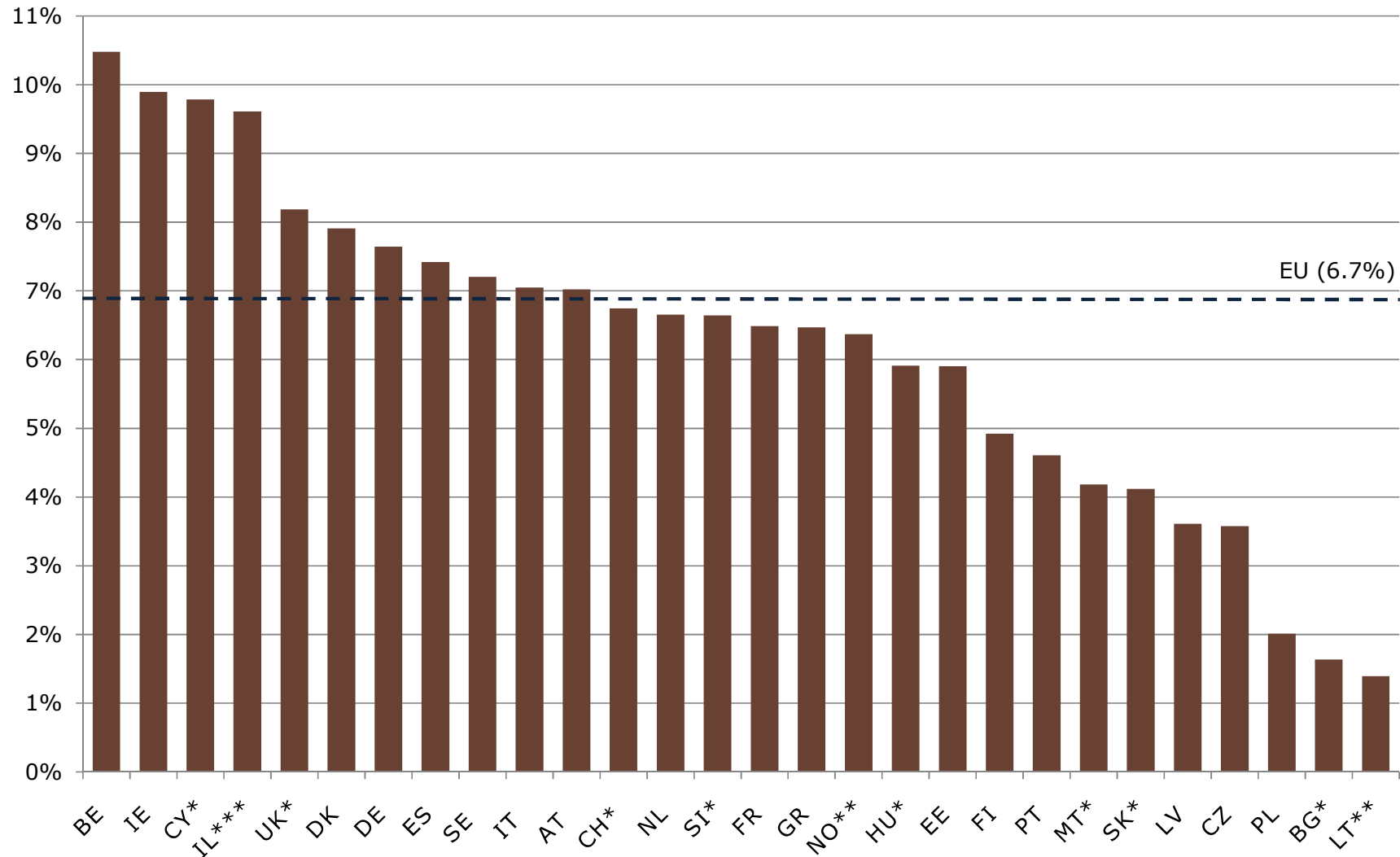
Child protection star rating



Seat belt reminder points



Renewal rate



Best practices

- From Sweden (Anders' presentation)
- From Denmark:
 - ❑ Denmark has one of the highest levels of car registration tax in Europe. Safety equipments such as airbags and ESC are exempted
 - ❑ As a result: Denmark is the country in EU with the highest proportion of cars fitted with ESC as a standard.

Conclusions

- Vehicle safety has improved considerably over the past decade
because of increased EU common min. standards and manufacturers' efforts to meet consumer demands for safer cars
- BUT Slower progress on pedestrian protection
 - ❑ the new 2009 Euro NCAP protocol will challenge car manufacturers to make all-round safer cars
 - ❑ and will make it easier for consumers to choose the 'stand-out' safest vehicle

Conclusions (II)

- Big differences between countries
- The Swedish and Danish examples show that
 - ❑ governments bodies can play a role
(together with local authorities, companies and consumers)
 - ❑ the mission for safer cars has not run its course on all aspect, not even for the best amongst the countries.

ETSC Recommendations I

To national authorities and the EU:

- “*Stars on cars!*”: Revise legislation on advertisement of cars requiring inclusion of CO2 emission level to require also the inclusion of the Euro NCAP stars when they are available.
- Set strict safety requirements (5-star Euro NCAP) for the purchase of new cars under scrappage schemes.
- Provide tax incentives for safe cars (5-star Euro NCAP).

ETSC Recommendations II

To national authorities and the EU:

- Adopt the ITS Directive promoting technologies and systems that bring about the greatest life saving potential.
- Ensure that robust in-vehicle safety technologies are mandated in new legislation (*as for ESC*). This would prevent that such safety technologies are sold as standard in one EU country and not as an option in another.

ETSC Recommendations III

To Euro NCAP:

- Extend its membership to countries and organisations from Central and Eastern Europe (CEE).
- Mobilise media, Euro NCAP members, fleet buyers, car rental companies, insurers, consumer groups...
to reach out to more consumers
in an attempt to **close the vehicle safety gap.**

Speakers

- **Anders Lie**
Swedish Road Administration
- **Michiel van Ratingen**
Euro NCAP Secretary General
- **Dirk Sterckx**
MEP, Ambassador for the PIN Programme



What is coming up?

Monday 22nd of June 2009, 13:30 – 18 :30

3rd Road Safety PIN Conference

Crowne Plaza hotel Brussels-Europa, Brussels

- What countries will reach the target in time?
- After France and Portugal, who will receive the Road Safety PIN Award 2009 for their outstanding progress in reducing road deaths since 2001?
- Round table: which priorities for the new 4th Road Safety Action Programme?