LAUNCH EVENT
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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

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](http://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.
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

Highest proportion of cars awarded 5 stars:
- Sweden: 64%
- Ireland: 62%
- Norway: 62%

In the EU:
- 5 stars: 53%
- 4 stars: 31%
- 3 stars: 7%
- 2 stars: 1%

Occupant protection of new cars sold in 2008
Occupant protection

In the EU:
- 5 stars: 53%
- 4 stars: 31%
- 3 stars: 7%
- 2 stars: 1%

Safety levels are lower in the new Member States than in the older ones, except Slovenia!
Pedestrian protection rating of newly sold vehicles in 2008

Highest proportion of 3 stars in Hungary, Portugal and Spain. 2 and 3-star cars together: Slovakia and Denmark

Pedestrian protection of new cars sold in 2008
Pedestrian protection of new cars sold in 2008

In the EU:
- 3 stars: 21%
- 2 stars: 42%
- 1 star: 29%

Sweden second to last for 3 stars but 5th for 3 and 2 stars together
Cars that offer good occupant protection to adults also offer good protection to children in cars.

In the EU:
- 4 stars: 44%
- 3 stars: 27%
- 2 stars: 2%
- No 1 star only 27%
- 27% non-tested
Seat belt reminders

Seat belt reminder in new cars sold in 2008

SBR on all seats:
- Israel: 19%
- Estonia: 19%
- France: 18%
- EU: 13%

SBR on driver seats in the EU:
- In 2005: 56%
- In 2008: 70%
Marked share

Low proportion of Superminis in Nordic countries, DE and CH partly explains good occupant but bad pedestrian protection.

High proportion of Superminis in some CEEC partly explains good pedestrian but less good occupant protection.
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Safety performance by categories

**Occupant protection score**

- Executive: 32
- Large family: 31
- Small family: 30
- MPVs: 29
- Small MPVs: 28
- Superminis: 27

**Pedestrian protection score**

- Small family: 14
- Superminis: 13
- Small MPVs: 12
- Large family: 11
- Executive: 10
- MPVs: 9

**Child protection star rating**

- Executive: 4
- Large family: 3.8
- Small family: 3.6
- MPVs: 3.4
- Small MPVs: 3.2
- Superminis: 3

**Seat belt reminder points**

- Executive: 2
- Small family: 1.5
- Large family: 1
- MPVs: 1
- Superminis: 0.5
- Small MPVs: 0.5
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 Recommandations 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).
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 \textit{(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.
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?