NEWS RELEASE
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Debunking the myths preventing the use of Intelligent Speed Assistance

A new publication launched today by the European Transport Safety Council[1] debunks ten of the myths that are preventing the use of Intelligent Speed Assistance (ISA) technologies[2].

This ETSC Position paper on ISA highlights why the continued blockage of this robust and effective technology is based on myths rather than reality. ISA technologies assist drivers by helping them abide by speed limits[3]. ISA provides drivers with additional information upon the speed limit of the road they are using and alerts them when they are above the limit.

Many of the arguments put forward against ISA are propounded by those uninterested in managing speeds more effectively as a road safety priority, whilst others express doubts despite ISAs proven technologies, or raise unfounded liability issues[4].

"*There does remain a job of work to be undertaken to allow ISA to make the contribution to road safety it is capable of. However, now is the time to embark on this work, rather than continuing to prevaricate behind incorrect assertions and myths*" stated Jörg Beckmann, Executive Director of ETSC.

"*We now need to move from the numerous trials of this technology to a speedy implementation, the only time a high speed will be good for road safety*" he added.

For more information contact:
ETSC Policy Officer Frazer Goodwin on mobile telephone number 0032 497 416 209

Notes to Editors:
(1) The European Transport Safety Council (ETSC) is a Brussels-based non-profit making organisation dedicated to the reduction of transport crashes and casualties in Europe. ETSC seeks to identify and promote effective measures on the basis of international scientific research and best practice. It brings together 34 international and national organisations concerned with transport safety from across Europe.
(2) The publication is titled Intelligent Speed Assistance – Myths and Reality. ETSC position on ISA, and is available from the web site at www.etsc.be
(3) ISA systems use satellite positioning to locate the road being used and compare the vehicle speed with the limit for that part of the road retained in a digital map. The driver can then be informed of the limit or potential speed violations in a number of different ways: dashboard displays, audible signals or by resistance in the accelerator pedal making it harder to speed. The driver remains in control of the vehicle at all times however, and the systems can be easily over-ridden if necessary.
(4) The ten Myths debunked as false in the publication are:

i	ISA is too immature a technology	vi	ISA faces insurmountable liability issues
ii	Accurate speed mapping is too complex	vii	There is no public acceptance of ISA
iii	Not all countries can implement ISA	viii	Voluntary schemes not legislation is needed
iv	ISA technologies are too expensive	xi	speed is one small element of road safety
v	ISA puts big brother in the driving seat	x	Other measures make ISA unnecessary

Alongside an explanation of why each assertion is incorrect, the publication outlines what needs to be done to overcome these myths blocking ISA implementation.