



ETSC
20, Av des Celtes
1040 Brussels

9th October 2012

Vice-President of the European Commission
European Commission
200 Rue de la Loi
Berlaymont
B-1049 Brussels

Dear Vice-President Kallas,

Re: Guidelines on Digital Maps

I am writing to you requesting the European Commission to develop best practice guidelines on digital maps. These guidelines should require the set-up of a framework for the collection and maintenance of speed limit data. They should support and provide clear guidance for authorities that may wish to contribute to the introduction of Intelligent Speed Assistance (ISA) systems. The provision of a digital map database of all speed limits on the road network and a mechanism for its updating is an important prerequisite for the implementation of ISA. This is particularly relevant now, since EuroNCAP will be awarding points to new cars equipped with ISA from January 2013.

Ideally such provision of speed limit data would be taken up in the form of “non binding guidelines” as defined under Article 9 of the ITS Directive 2010/40/EU – or even as part of the specifications to be adopted by the Commission for priority actions (a) and (b). ETSC is aware of considerable support from a number of Member States for such guidelines. With this background, I request the issue to be considered for the agenda of the next meeting of the ITS Committee for consideration.

Intelligent Speed Assistance (ISA) is an advanced system in which the vehicle “knows” the speed limit for any given location and is capable of using that information to give feedback to the driver or directly limit the vehicle speed. Navigation devices in the vehicle give a precise location and heading whilst an on-board map database compares the vehicle speed with the location’s known speed limit. ISA is a mature and proven technology mentioned explicitly as a solution in the recent European framework for speed management technologies. ISA has been extensively studied in Europe in large field tests; results show that it greatly contributes to reducing crash risk and alleviating the severity of crash consequences.

There is a well-documented relationship between speed and collisions resulting in death and injury with lasting effect. At present exceeding the speed limits is widespread in the EU. Citizens across the EU have a right to know what the speed limit is at all times on all

roads, for reasons of general information and specifically for reasons of road safety. There are currently sections of road where the prevailing speed limit is not clear and drivers may also fail to notice speed signs.

Technologies that manage speed such as ISA would clearly contribute to the European Commission's target to reduce road traffic deaths by 50% by 2020 and lead Europe to the 'Vision Zero' for road safety. Furthermore, better enforced speed limits are one of the most certain, equitable, cost effective and potentially popular routes to a lower carbon economy.

EuroNCAP plays an important role in influencing the consumer to purchase safe cars and safety technologies. EuroNCAP has now taken a critical step in promoting the large-scale deployment of ISA systems: as indicated earlier, from January 2013 ISA will be included in their new safety rating with both advisory and voluntary active systems being awarded points.

We would ask you, as a matter of priority, to take our request to consider developing guidelines on digital maps. The aim of the guidelines would be to facilitate an exchange of best practice amongst Member States and enable lessons to be learnt from experience of front runners who have set up accurate digital maps and mechanisms for their updating and dissemination. They should also address setting up the basis for a harmonised delivery of speed limit data and their updates.

We are convinced that the time is ripe to progress with setting a clear and unambiguous framework in place to enable this life saving technology, to create awareness and to provide guidance for cost-effective investment for stakeholders and authorities willing to contribute to this. This would enable our vehicle manufacturing industry to demonstrate its innovative and user-oriented development skills. Finally, it would contribute to the prevention of the tragic loss of life from the number one cause of death on Europe's roads: speeding.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Antonio Avenoso', with a long horizontal flourish extending to the right.

Antonio Avenoso
ETSC Executive Director

CC:

Mr. O. Onidi Director, Director of Directorate C, DG MOVE

Mr. P. Stelmaszczyk, Head of Unit ITS, DG MOVE

Background

EU Framework for Speed Management Technologies

The European Commission's Road Safety Policy Orientations 2011-2020 recognised that: *"Technological developments, such as in-vehicle systems providing real-time information on prevailing speed limits could contribute to improve speed enforcement."* This was followed by the 2011 European Parliament Report on Road Safety which: *"Calls on the Commission to draw up a proposal to fit vehicles with 'intelligent speed assistance systems' which incorporate a timetable, details of an approval procedure and a description of the requisite road infrastructure".* The European Commission's Transport White Paper reiterated that it would work to *"Harmonise and deploy road safety technologies such as (...) (smart) speed limiters".* Finally, in response to a Parliamentary Question in April of this year, posed by Ines Ayala Sender MEP the European Commission affirmed that *"the ITS Directive provides the legal framework for the deployment and use of ITS applications, including ISA systems. Road safety and security applications are one of the priority areas of the directive, which, in this area, provides for the definition of measures to integrate advanced driver support information system."*

EuroNCAP

As of January 2013 ISA will be included in their new safety rating with both advisory and voluntary active systems being awarded points. This means that the demand for speed limit data will increase substantially from both consumers of safe vehicles offering the technology and the vehicle manufacturers hoping to offer the service. But at the same time, there is a deficit on the speed limit information side. Camera-based technologies can assist here but EuroNCAP considers that, to be reliable, such technologies need to work hand-in-hand with map-based information. There is therefore a crucial need to promote the availability of map-based information on speed limits.

EU Projects

ROSATTE was an EU funded project which aimed to establish an efficient and quality ensured data supply chain from public authorities to commercial map providers with regards to safety related road content and was completed in 2010. The ROSATTE project aimed to develop the enabling infrastructure and supporting tools that will ensure European access to road safety attributes including incremental updates. The work continues under the EU funded eMaPS support action which runs until early 2013. eMaPS aims to contribute to the establishment of an independent implementation platform promoting and extending the scope of the validated ROSATTE framework. This also contributes to the implementation of priority action 1.2 and 1.3 of the ITS directive. eMaPS brings together public authorities from a core group of Member States, key private sector stakeholders including two of the global leaders in mapmaking.

Speed Compliance

In countries where data are available, in free-flowing traffic up to 30% of drivers exceed speed limits on motorways, up to 70% on roads outside built-up areas and as

many as 80% in urban areas. Even small reductions in speed can make a difference. For example, if average driving speeds dropped by only 1 km/h on all roads across the EU, more than 2,200 road deaths could be prevented each year, according to ETSC's calculations.

ISA Results

Research shows that advisory ISA can achieve up to an 18% reduction in fatal accidents and intervening ISA can achieve a 37% reduction in fatal accidents in the UK. Trials of ISA have been run throughout Europe in the past decade and have generally produced rather positive results in terms of behaviour, showing that the use of ISA in all its forms brings about a significant reduction in speeding.

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