

Speed Monitor

ETSC's Newsletter on Speed Policy Developments in the EU

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Editorial

The European New Car Assessment Programme (Euro NCAP) has now taken a critical step in promoting the large-scale deployment of Intelligent Speed Assistance (ISA). Euro NCAP plays an important role in influencing the consumer to purchase safe cars and safety technologies. As of January 2013 ISA will be included in their new safety rating with both advisory and voluntary active systems being awarded points. This builds on the previous protocol that was already awarding points for a driver set speed limitation device. Euro NCAP is recognising that the speed information can come from traffic sign recognition, from digital map data or from a combination of these data sources. 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. ETSC has recently asked the European Commission to come up with Guidelines for EU Member States on preparing and updating digital maps. This would be a big step forward in preparing for EU wide speed limit information, supporting ISA's deployment in Europe. It would also be in line with commitments made in recent EU transport White Paper and EU Road Safety Policy Orientations.

Another development is the newly launched European Citizens' Initiative on 30km/h in urban areas. The idea is to put road safety of European citizens on the map and make the case to introduce 30km/h in urban areas. The European Citizens' Initiative is a new instrument enabling citizens to collect signatures to request the European Commission to then come forward with new legislative action. The European Commission, if it accepts the idea in the initial stage, must then commit to considering the proposal but are not bound to come forward with legislative action.

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European Union News

Euro NCAP Takes up ISA

Euro NCAP has now taken an important step in promoting the large-scale deployment of ISA. 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. As of January 2013 ISA will be included in their new safety rating with both advisory and voluntary active systems being awarded points. The rating will have four main components looking at four dimensions of an ISA device. The components assess how a device will give speed limit information, how it can set the speed for limitation and how it can also fulfil a warning and speed limitation function. The types of ISA that can gain high points in the new Euro NCAP protocol are those with a ‘warning function’: visual, complimentary, audible, haptic and head-up of a total of 10 seconds which must start with at least 2 repeated every 30 seconds. The Euro NCAP protocol sets out how camera based and map based systems can work to support the technology and how they will be rated. Euro NCAP considers that, to be most reliable, camera based technologies and map based technologies need to work hand-in-hand. The speed limitation function can, as a first level, be set manually as with the previous protocol, or automatically using the speed limit information. A 10km/h margin between the speed limit and the warning function is allowed. The maximum number of points will be awarded to the full speed information, warning and limitation function. These points will contribute to the total ‘safety assist score’. Other technologies in this box include ESC and Seat Belt Reminders. Euro NCAP’s inclusion of these technologies has played a vital role for their wide deployment and mandatory introduction through the EC Vehicle Type Approval legislation.

ETSC asks For Guidelines on Digital Maps

ETSC has written to Vice President Kallas 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. 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) under the Directive. The aim of the guidelines is to facilitate an exchange of best practice amongst Member States and encourage to learn from the 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. A number of Member States have also promised their support for such guidelines. ETSC points to the heightened relevance now seeing that EuroNCAP will be awarding points to new cars equipped with ISA from January 2013. To read the letter: http://etsc.eu/documents/Letter%20to%20Vice%20President%20Kallas_ETSC_ITS_ISA_9.10.2012.pdf

European Citizens’ Initiative on 30km/h

A new European Citizens’ Initiative on “30km/h – making streets liveable!” has been launched in September at the European Urban Mobility and presented to the European Commission. The European Citizens’ Initiative is a new instrument enabling citizens to collect signatures to request the European Commission to then come forward with new legislative action. The proposal is that “30km/h be set as an EU-wide default speed limit for urban/residential areas.” It adds that: “Local authorities may set other speed limits if they can show how environmental and safety needs of the most vulnerable road users are met.” The proposal states that a text would be based on Article 91.1 (road safety) and Article 191 (Environment) of the Treaty of the European Union. The Citizens’ Committee is made up of representatives of national and European level NGOs from 8 different countries. The arguments to support this request include reaching EU road safety and environmental goals of reducing deaths, noise, air pollution and CO2 emissions. Other reasons include improving the quality of life, promoting active lifestyle and reducing congestion. The Initiative aims to recognise the subsidiarity principle by recognising that “local authorities may then have the final say to set other speed limits on their roads and

implement equivalent alternatives to meet these goals". The European Commission has two months to undertake legal checks of this proposal; if it is accepted then the challenge will be to collect 1 million signatures from across the EU within one year. If it accepts the idea in the initial stage, the European Commission must then commit to considering the proposal but is not bound to come forward with legislative action. To find out more: <http://en.30kmh.eu/>

Cross Border Enforcement Directive

The European Commission has established an expert group on the implementation of the Cross Border Enforcement Directive in order to promote full compliance with the legislation on road safety offences including speeding. The expert group held their first meeting on the 20th of July 2012. On the agenda were issues on transposing the Directive and putting structures in place to realise the information exchange. At the end of August, Vice President of the European Commission, Mr. Kallas, in the response to a parliamentary question, reassured Members of the European Parliament, that "the Commission, as guardian of the Treaty, will take all necessary measures to ensure the transposition of the Directive on cross-border enforcement of legislation." He added that if necessary, the Commission would be ready to launch infringement proceedings under Article 258. (<http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//TEXT+WQ+E-2012-007145+0+DOC+XML+V0//EN&language=EN>)

Since the application of the new Belgian-French bi-lateral agreement on traffic law came into force on the 30th June, 195,553 sanctions were recorded on French roads committed by drivers of vehicles with a Belgian number plate.

TISPOL Speed Enforcement Summer Campaign

Results from the most recent pan-European speed control operation held during the last week in August show that more than 500,000 drivers were detected for breaking speed limits. A total of 25 countries took part in the operation, which was coordinated by the European Traffic Police Network (TISPOL). Of the final total of 554,785 detections, 169,521 were made directly by police officers and 385,264 came from automatic technical means.

EU Member State News

Netherlands

The new maximum speed of 130 km/h applies on motorways in the Netherlands as of the 1st of September. The decision to introduce a higher speed limit for the highway was included in the previous government's coalition agreement. The starting point of the agreement was "where it can, drive faster, slower where necessary". Following the formation of the government, research was undertaken evaluating the impact on the environment and on road safety. The research also looked at where the new limit could be applied. It concluded that the impacts in terms of road safety would result in an increase of 3 to 7 deaths per year and an increase of 17 to 34 severely injured persons. These calculations were made based on Nilsson's Power Model using Elvik's exponents. A patchwork arrangement has been put in place with a new maximum 130km/h limit on some roads and a lower maximum speed of 120 or 100 km/h on others. In some places the 130km/h limit is only partly in place in relation to certain conditions, for example at night or in the evening for reasons of traffic safety or the environment. The applicable maximum speed is clearly indicated with signs along and above the motorway. Some sections of the motorway are managed with variable speed limits which are tuned into congestion levels. For heavy vehicles, the maximum speed of 80 km/h remains.

To accompany the new speed limit, additional safety management measures were introduced. These include investment in changing the infrastructure of 90 Million EUR (including 40 million for generic measures to improve road safety on the road network). Changes to infrastructure are needed and include creating an obstacle free shoulder, placing safety barriers, extending the acceleration lane and deceleration lane. The Netherlands has set itself the target to have a minimum 3 Star roads according to the EuroRAP rating by 2020. An evaluation of the impact of the introduction of new speed limits on this rating was also undertaken and found that only a small section of the highway with the new speed limit changed from 4 to 3 Star rating.

New speed enforcement systems including more safety cameras were also put in place. During a six month experimental phase between March-August, speed limits were increased on

some sections of the road and the speeds were monitored to see the impact of the speed limit rise on the actual speed. The V85 was found to increase by 3km at the higher speed as did the number of drivers driving at above the higher speed limit. This will have an impact on road safety. The first results of the impact of the new speed limits in terms of road safety will be included in the analysis and published in spring 2013.

<http://www.nrc.nl/nieuws/2011/11/28/maximumsnelheid-gaat-op-zestig-procent-van-de-snelwegen-naar-130-kmu/>

Links to background research:

<http://www.rijksoverheid.nl/documenten-en-publicaties/rapporten/2011/11/28/onderzoek-invoering-verhoging-maximumsnelheid-naar-130-km-h-samenfattende-analyse-experiment-en-uitwerking-voorstel-landelijke-snelheidsverhoging.html>

<http://www.rijksoverheid.nl/documenten-en-publicaties/rapporten/2011/12/19/aanvullende-rapportage-verkeersveiligheidseffecten-experimenten-130-km-h.html>

Switzerland

Reducing the number of fixed safety cameras and forbidding the use of section control to manage speed is currently under discussion in the Swiss Parliament. However according to figures published by the Swiss Council for Accident Prevention (bfu), speed is the cause of 99 deaths and 919 serious injuries in 2011 (http://www.bpa.ch/PDFLib/1796_75.pdf). The discussion in Parliament follows the consideration of this topic in the National Council earlier this summer. The National Council concluded that speed controls are only justified at high risk sites. The Council of the States will discuss this issue in December and it is likely to defend the importance of speed enforcement at all places.

The Swiss Council for Accident Prevention defends the importance of speed enforcement at all times and all places and the impact of the subjective probability of being checked by the Police. Moreover, the bfu states that section control has been scientifically proven as an effective road safety measure. Speed is the main cause of road deaths in Switzerland, with car passengers making up nearly half of the victims and motorcyclists a

third. Young men between 18 and 24 years are most often at fault in speeding collisions. The bfu is currently running a successful campaign, "Slow down. Take it easy", which encourages all road users to adjust their speed to the respective road and visibility conditions (<http://www.slow-n-easy.ch>). A good mix of stationary, unmanned and manned safety camera systems are proposed by the bfu, as is the need to catch up with enforcement levels, outside the cities where more than half of deaths occur, but only 3% of the speed checks are made.

Germany

In North Rhine-Westphalia the third 24-hour Speed enforcement marathon took place on 24th and 25th of October 2012. The idea of these cross-fire speed enforcement actions is to increase speed enforcement with close communication with and the active participation of citizens. Citizens have the opportunity to suggest places where they would like the Police to come and do speed enforcement. The 24-Hour Cross-fire marathon is part of the campaign "Take a Br(e)ak – save lives!" that addresses speeding following the new road safety strategy of the NRW-Police. It aims to focus enforcement at cyclist and pedestrian high risk sites, taking regional analysis into account and looking at where drivers speed. The Speed Enforcement Marathon was launched at the start of 2012 and since then, Police and Municipalities have increased the number of speed controls.

Although commendable, having stronger enforcement pressure alone is not sufficient. In 2011 the numbers of road deaths rose by 15% in NRW. In the first nine months this year, 395 persons died in traffic. This is a 16% reduction for the same period in 2011. The first 24-Hour Cross-fire Speed Enforcement Marathon in NRW took place on the 10th and 11th of February 2012, followed by the second on the 3rd and 4th of July 2012. Both managed to raise awareness of how dangerous speeding is. Most drivers were more responsible that day in traffic. Speeding was detected to be less than a half as much as on other days. During the second state-wide, cross-fire marathon, the Police checked about 645,000 road users. 22,000 of them drove too fast.

Citizens came forward and suggested 15,000 spots on the occasion of the second Cross-fire marathon,

of these more than 2,000 were considered and realised. Another 1,000 spots were entered into the road safety programmes of the local Police authorities.

As speed is recognised to be the number 1 killer on Europe's roads, the federal state of Lower Saxony as well as the Netherlands will join the third Cross-fire marathon. And as over-speeding offenders don't stop at borders speed enforcement will be carried out across the border. North-Rhine Westphalia's Minister of the Interior, Ralf Jaeger, has named these action days as a "wake-up call" to all road users, car drivers, pedestrians and cyclists, encouraging them to respect traffic rules and regulations permanently.

Belgium

ISA Resolution Adopted in Flemish Parliament

On the 3rd of October the Flemish Parliament adopted a resolution asking the Flemish government to progress ISA as a priority measure to tackle speeding and reduce deaths and serious injuries on Flemish roads. The resolution is an initiative of seven Flemish Members of Parliament: Steve D'Hulster, Jan Roegiers, Dirk de Kort, Karin Brouwers, Lies Jans, Tine Eerlingen and Griet Smaers. The ISA resolution recognises the successful pilot projects completed in Belgium and asks the Flemish government to progress with enabling the use of digital maps for ISA. It also recommends that ISA is implemented in the vehicle fleet of the Flemish government and supports its integration into the EU ITS policy framework. The members of the Parliament ask that the government reports annually to the Flemish parliament on progress within the context of the road safety plan and stress the need to continue to raise awareness about the risks associated with speed and the role ISA can play. A further resolution initiative along the same lines is also being launched in the Belgian Federal Parliament. It goes into more detail than the short resolution adopted by the Flemish Parliament. It is proposed by Karin Temmerman MP and already enjoys the support of MPs from different parties in the Belgian Federal Parliament. Discussions are due to start in the Committee shortly.

To read the adopted Resolution of the Flemish Parliament: <http://docs.vlaamsparlement.be/docs/stukken/2011-2012/g1616-3.pdf>.

To read the draft Resolution of the Federal Parliament: <http://www.dekamer.be/FLWB/PDF/53/2440/53K2440001.pdf>.

Speed on Motorways

A new study has been undertaken by the Belgian Road Safety Institute, looking at the implications of increasing speed on motorways partly due to discussion in neighboring countries, notably the Netherlands on increasing the speed limit there. Collisions on the Belgian motorway represent 15-16% of the total deaths and serious injuries. Given the existence of a relationship between increased speed and increase in the number and severity of collisions, the study concluded that it is certainly not desirable to increase the general speed of 120 to 130 km / h. Introducing speeds of 130 km/h on some targeted sections would only be defensible from the point of view of road safety if it were to be accompanied simultaneously by lowering the speed to 110 or 100 km/h on a significant part of the remaining network. This would require a comprehensive plan and speed enforcement ensuring compliance with these differentiated speed limitations. The poor performance of safety on the motorways in Belgium indicates that compliance with the speed limit is lower than in some neighboring countries. The introduction of a lower speed limit in case of rain, as is the case in France, is also not favored for Belgium. The study concludes that the potential gain would not compensate for the possible increase in severity in collisions that would come with a higher speed. To read more: <http://ibsr.be/frontend/files/userfiles/files/via-84-fr.pdf>

'Thank you for Slowing Down'

Police and the City of Antwerp have re-run their 'Thank you for Slowing Down' ('Merci om trager te rijden') campaign for the return to school during the month of September. In recent years, the campaign has enjoyed a great deal of success. During a four week period a communications campaign is run which engages the citizens

of Antwerp and the Police to undertake extra speed enforcement checks. The “Antwerpers” enthusiastically take part in the campaign by hanging signs on their houses and wearing other visible signs specifically thanking drivers who respect the speed limits in “their” streets. New for this campaign are the festive garlands with “Merci for going slower” spanning houses across neighborhoods. On the enforcement side, speed is enforced gradually. In a first phase, the driver is informed and made aware of his speed. Then the traffic police introduce movable text carts and speed indicator plates to indicate the speed. Then safety cameras are put in place in all districts, applied at different intervals and also at weekends. At this stage speeding drivers in Antwerp are sent a fine, but it is also accompanied by a child’s drawing on the theme of ‘traffic’. Through these measures, the local Police of Antwerp hopes to encourage offenders to reflect on their behaviour. To create the drawings, the police asked all children from urban primary schools to get creative. Children sent in 1150 entries, of which the best 450 were printed for distribution. Local Police Antwerp plans to send 30,000 drawings in the coming months. The choice of locations is planned and approved by the public prosecutor. There are also checks using both manned and unmanned cameras during the period. The final part is interception of those going at a very high speed. When a certain speed level is exceeded, drivers can run a high risk that their license will be immediately withdrawn. The campaign’s success has won the initiative six communication and safety awards.



Speed Dating

A new campaign under the Go For Zero Initiative in Belgium aims to smash the positive image of speed. A ‘speed dating’ action was launched in July of this year together with a popular women’s magazine called “Flair”. The goal was to see whether women passengers really enjoy male drivers who speed. Many male drivers seem to think that driving faster makes them look strong, increases their seductive qualities and makes them more attractive. The ladies who won the competition went on a ‘speed date’ with an actor on an off road drive at high speeds. Upon exiting the vehicle they were interviewed on their experience and reactions, all disapproved of the behavior of their chosen date at the wheel. Their quotations were then used on posters along the highways and radio spots were issued with their real reactions to the candidates after the speed dating. A snapshot: “Driving too fast turns me off completely”, “Driving too fast is childish” and “By driving too fast, it does not prove anything.” Some men believe that driving too fast makes them attractive, but the women participating in this campaign clearly think otherwise. A full article with the results of the ‘speed dating’ was also then published in the women’s magazine. To watch the short video of the ‘speed dating’ experiment go to: <http://www.goforzero.be/fr/rouler-trop-vite-a-me-refroidit-compltement/home/speeddating>

United Kingdom

New Guidance for Setting Speed Limits on Local Roads

New guidance on setting speed limits and a web tool have been announced by UK’s Department for Transport. The guidance provides up-to-date advice to aid greater consistency of speed limits on local roads across England. It incorporates recent changes that have increased flexibility for local authorities to implement 20mph limits and zones where it can be shown that they benefit road safety and quality of life. It also gives authorities more information about the new speed limit appraisal web tool which will help authorities fully assess the impact of any change to a speed limit in their area. The revision of the guidance and the introduction of an economic tool to help authorities assess the full costs and benefits of any proposed schemes, were a commitment in the

Department for Transport's Strategic Framework for Road Safety published last year. The guidance aimed at local authorities in England is now available for consultation. The final guidance is expected to be published by the end of the year.

Link: <http://www.dft.gov.uk/consultations/dft-2012-32>

New Report: "Speed and Safety: Evidence"

A new report entitled "Speed and Safety: Evidence from published data" has been co-published by the RAC Foundation and the Parliamentary Advisory Council for Transport Safety (PACTS) and comes forward with some interesting findings about speeding in the UK. The number of drivers breaking the 30 mph speed limit has dropped by a third in twelve years. In 1998, 69% of cars on 30 mph roads were above the limit. By 2010 the figure had fallen to 46%. The report also shows that speeds on motorways have reduced too. The percentage of cars exceeding 70 mph fell from 57% in 2003 to 49% in 2010. The report also notes that speed limit offences (fixed penalty notices, convictions in court and written warnings) in England and Wales have declined rapidly in the past few years after a large rise in the 1990s. The peak came in 2005 with 2,087,000 offences, down again in 2009 with 1,270,000 offences. While much of the recent decrease in offences (about 60%) could reasonably be put down to better speed limit compliance, the rest could largely be due to more drivers being offered speed awareness courses.

The reduction in the proportion of cars exceeding 35 mph has fallen even more sharply, by a half in nine years. In 2001, 32% of cars on 30 mph roads were travelling at more than 35 mph. By 2010 the figure was 16%. Two years after the Government made major cuts in road safety funding, figures from the report suggest fixed speed cameras continue to be used in most areas of England. Data obtained following Freedom of Information (FOI) requests show that in England there are currently 2,331 fixed speed camera sites, 3,026 fixed speed camera housings and 487 operational fixed cameras.

Austria

Austria is progressing in rolling out section control to manage speed on the highway in line with the priorities set in its new Road Safety Plan. The ASFINAG is responsible for purchasing, installing and operating section control in Austria. It is recognised that this is a very efficient measure to reduce and harmonise the speed of vehicles. As a consequence the number of collisions has been reduced. Austria now has four fixed section control sections of varying length (from 2.4km to 10 km). There are also two mobile section control systems, which are used temporarily to manage speed at road maintenance sites and are used for approximately 6 months.

Poland

In August 2012 Poland began the roll-out of new safety cameras on its roads: 300 new cameras are due to be in place by early 2013. The operation of the new safety cameras will be fully automated which will significantly reduce the processing of offences. When completed, the Polish system of new safety cameras will total 374. In addition, the system will be complemented by 35 mobile speed cameras carried in the General Road Transport Inspectorates' cars and 236 speed cameras managed by municipal guards. Moreover, tests of a section control system were finished in 2012. Work is already under way on preparing Poland for this system. Initially, 24 sections will be covered. Shortly, the government will receive a new draft act on special liability for violations of some road traffic regulations. The new act is designed to accelerate and shorten the processing of driving offences.

Spain

As part of the summer TISPOL speed enforcement campaign, Spain launched a new campaign linked to police enforcement on speeding. For a week the Police undertook checks at 2,000 road sections, in order to control at least 100,000 vehicles per day. The checks were carried out mainly on conventional roads which is where

70% of injury collisions take place in Spain. Until 15 August, 170 people have died in 157 collisions that have occurred on interurban roads and speed was one of the contributing factors. Besides speed controls, the Traffic Department ran several radio spots in urban areas, on secondary roads and motorways intended to reflect how speed reduces the braking distance and can increase the severity of the impact of collision. The four messages are heard on various radio stations end with the slogan "In a rush you can make a mistake and there is no second chance". In the past year, Police have checked the speed of nearly 29 million vehicles in Spain, finding 850,000 (2.9%) to be exceeding the limits. Between 2000 and 2011 the number of vehicles checked by the Police has increased by nearly 100% and the percentage of vehicles reported to have been speeding has dropped from 3.4% to 2.9%.

Sweden

Pay-as-You-Speed ISA Trial

The Swedish Pay-As-You-Drive trial, that offered people economic incentives for complying with the speed limits using ISA and has been running for one year, has just come to an end. The research project called "Green Light" was a collaboration between four organisations, the Swedish Insurer Folksam, SalusAnsvar, MHF (Swedish Abstaining Motorists Organisation) and the Swedish Transport Administration who all share a strong interest in road safety. The full incentive was 30% discount of the insurance premium. The participants were private insurance customers and they were randomized into a test group and a control group. The drivers in the test group were informed and warned visually when the speed limit was exceeded. They could also follow the driving results on a personal website. The control group was not given any feedback at all. The introduction of a Pay-As-You-Speed concept shows that the test group significantly reduced the proportion of distance driven above the speed limit. The proportion of driving with a speed exceeding 5km/h over the speed limits was 14% for the control group and 6% for the test group. It also showed that the effect was higher, the higher violation of speed. The result remained constant over time. A side effect of reducing speeding was that the fuel consumption was reduced and thereby the CO₂ emissions. The study's authors did recognise that,

as the participants in the case and control groups voluntarily accepted to install speed-alert devices, they are more inclined towards safe driving than the general population. Nevertheless, they argue that the difference between the case and control groups should not be influenced by this. The results show that a Pay-As-You-Speed concept is an effective way to reduce speed violations and contribute to road safety. The study also concluded that considering the high effectiveness found and the positive customer responses, they recommend that insurance companies further introduce the Pay-As-You Speed concepts.

"Right Speed" ISA Application

A new mobile phone application that will inform drivers about their speed has been introduced in Sweden by the Swedish National Society for Road Safety, NTF. NTF's "Right Speed" application will help the driver maintain the correct speed by viewing the posted speed limit and the vehicle's own speed. The system alerts the driver if the road's speed limit is exceeded and is updated automatically via the National Road Database. The service does not require any expensive hardware, fixed installations or map updates. By positioning the vehicle's speed on a road section, the results are then compared in real time with the on-site legal speed limit which is done by connecting to National Road Data. The "Right Speed" system is a variant of Intelligent Speed Assistance, 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.



NTF's Speed Limit "Right Speed" charges a small fee (2.5 EUR) to cover the costs of the application. The application counts 3000 users in Sweden today and feedback so far is positive, users being appreciative of the system's qualities.. The main challenge is that the data it relies on is not always fully updated. When the Swedish National Road Data is not up-to-date due to recent speed limit changes, users are given an option to report this via the application, thus informing the National Road Data Base automatically. This way, customers are helping the Swedish authorities to collect missing information.

Greece

Excessive speed is one of the main contributing factors in road crashes in Greece. In Athens, Spata Avenue is a stretch of road being affected by a significant proportion of drivers travelling too fast and traffic crashes in the area have always been comparatively too many. Thorough investigation of the area showed that excessive speed should be reduced. A systematic programme of speed monitoring and enforcement was undertaken on the route. The Transport Research Laboratory (TRL) of UK established a program for the specific case and needs in January 2010. The study compiled speed monitoring, the schedule of speed enforcement (time and spots), traffic measures that took place before, during and after the speed enforcement and data analysis. The project was initiated and coordinated by the Greek Road Safety Institute-RSI Panos Mylonas while measurements and analysis were carried out by Transportation Solutions Greece, funded by RSI, SRF and Olympus KeyMed

Ltd. Since the Mobile Speed Safety System (MSSS) has been introduced there has been a decrease of 60% in collisions resulting in death and 50% in serious injuries in Spata Avenue. This has been confirmed according to the data recorded for the area of the intervention by the Traffic Police Department.

Ireland

The insurer AXA in Ireland has announced the launch of a new programme called "DriveSave" which is designed to improve road safety and reduce motor insurance premiums for drivers. DriveSave uses a combination of telematics: GPS satellite technology and mobile phone technology to record a car's location and speed. This is linked to a mapping database by Nav Tech that covers all roads and speed limits in Ireland. The pilot scheme is aimed initially at young drivers aged between 17 and 24 years, who are looking for a policy in their own name or as a named driver on a parent's policy. Drivers who decide to be part of the pilot will be rewarded with an extra 20% discount off AXA's insurance rates instantly. Drivers who sign up for this initial pilot scheme will have special equipment fitted free of charge to their cars that will monitor and report their overall driving style, anticipation, driving speeds, distance, cornering and stopping force. Drivers will also have access to their own individual password protected portal on the web so they can monitor exactly how they are doing, what scores they are achieving and how they can improve their driving.



European Transport Safety Council

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Speed Monitor

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