News Release

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eSafety that matters

At the annual *Best In Europe Conference eSafety that matters*[i] (21st and 22nd February 2006 at Autoworld) the European Transport Safety Council (ETSC)[ii] will examine what the priorities for road safety action are, as well as how and what advanced technologies can contribute.

In the week that the European Commission is focusing on road safety with the adoption of a mid term review on the third Road Safety Action Programme[iii], and the launch of the intelligent car initiative[iv], ETSC will bring a timely focus on how real safety benefits can be realised.

"We want this event to focus attention on what we now need to do to make our roads safer and attain the EU target of halving road deaths by 2010" said **Jörg Beckmann, ETSC Executive Director**. "Until now many of the actions taken to improve safety have not been given a political priority. Whilst those that have attempted to advance automotive technologies have not had a sufficient safety focus" he added.

"Moreover, we must not just look at what technologies exist, but examine what policies we need to support their application[v]". "In the longer run we must look beyond 2010 and examine how technologies now being developed can be used to support policies so as to maximise their safety benefits" he continued.

For more information contact ETSC Communications Officer Jolanda Crettaz
02 230 4106 e-mail communication@etsc.be

Notes to Editors:
[i] "eSafety" is the collective name given to IT applications and Telecommunications technologies in the automotive sector that aim to improve road safety.
[ii] The European Transport Safety Council (ETSC), founded in 1993, is a Brussels-based independent non-profit making organisation dedicated to the reduction of the number and severity of transport crashes in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 31 national and international organisations in membership, leading transport safety experts from across Europe.
[iii] The EC is due to adopt the mid-term review of the third Road Safety Action Programme "Road Safety: A shared Responsibility" on Wednesday to allow discussion of the dossier at the informal Transport Council in Bregenz next week. The 3rd Road Safety Action Programme was adopted in 2003 and outlined in detail the measures the EC envisaged necessary to attain the target of the Common Transport Policy of halving road deaths by 2010. The progress so far indicates that more will need to be done to meet this target.
[iv] The Intelligent car initiative of the EC is part of the i2010 initiative and will be launched at the same venue as the ETSC event on Thursday.
[v] Current technologies that are a priority for implementation now include daytime running lights, advanced seatbelt reminders, and alcohol interlocks. Technologies that need to be taken from the research stage and applied are intelligent speed adaptation, eCall, and data recorders. A longer briefing outlining which individual technologies ETSC view as priorities is available from the etsc web site.

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