

NEWS RELEASE
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Road deaths down by 9% in 2012

17 June 2013, Brussels – “In 2012 we had 2,661 fewer road deaths in the EU than in 2011. The progress we have seen in 2012 is encouraging and we urge governments and stakeholders to keep up their efforts in order to further improve road safety and eventually reach the EU road safety target for 2020,” said Antonio Avenoso, ETSC¹ Executive Director during the 7th Annual PIN² Conference. Over the first two years of the 2010-2020 target the EU collectively reduced road deaths by 11%, 600 deaths short of the number that would have been needed to reach the EU target through constant annual reductions.³ “We estimated the societal savings of the 2012 progress at 5 billion Euro, showing the high savings potential held by investing in road safety measures,” Mr. Avenoso added.

The latest publication of the PIN programme was presented during the 7th annual PIN Conference.⁴ The 2013 PIN Award was presented to Denmark for its outstanding efforts to improve road safety.⁵

“Twenty-seven of the 31 countries we monitor have reduced the number of road deaths in 2012 compared with 2011. This is certainly a welcome contrast to the 2% reduction in 2011. Moreover, several countries have put themselves in the position where, provided their progress is maintained, they are on track to halve road deaths between 2010 and 2020. Malta, Denmark, Norway and Spain lead the pack in combined reductions since the beginning of the new target period,” said Professor Richard Allsop, the Chairman of the Road Safety PIN Programme. “Moreover, we must supplement our efforts to reduce the numbers of deaths with work on seriously injured road casualties,” he added. His presentation was followed by a panel debate focused on the efforts of the European Commission and the Member States to improve the reporting of data as a first step towards a strategy to tackle serious injuries.

The following sessions of the PIN Conference covered the topics addressed in the 7th Annual PIN Report. “While progress has certainly been done in reducing the number of deaths in collisions involving goods and passenger vehicles, our data shows that more needs to be done to address these. Road deaths in such collisions are most often not among the occupants of the goods or passengers vehicle, but other road users. As such, we believe that road deaths are, unfortunately, one of the externalities of road transport which are often overlooked,” said Mircea Steriu, ETSC Communications Manager. Heather Ward, Co-chair of the PIN Programme discussed the issue of gender in road safety, showing that while males make up just 49% of the EU population, they account for 76% of road deaths, facing three times the death rate of females on EU roads.⁶

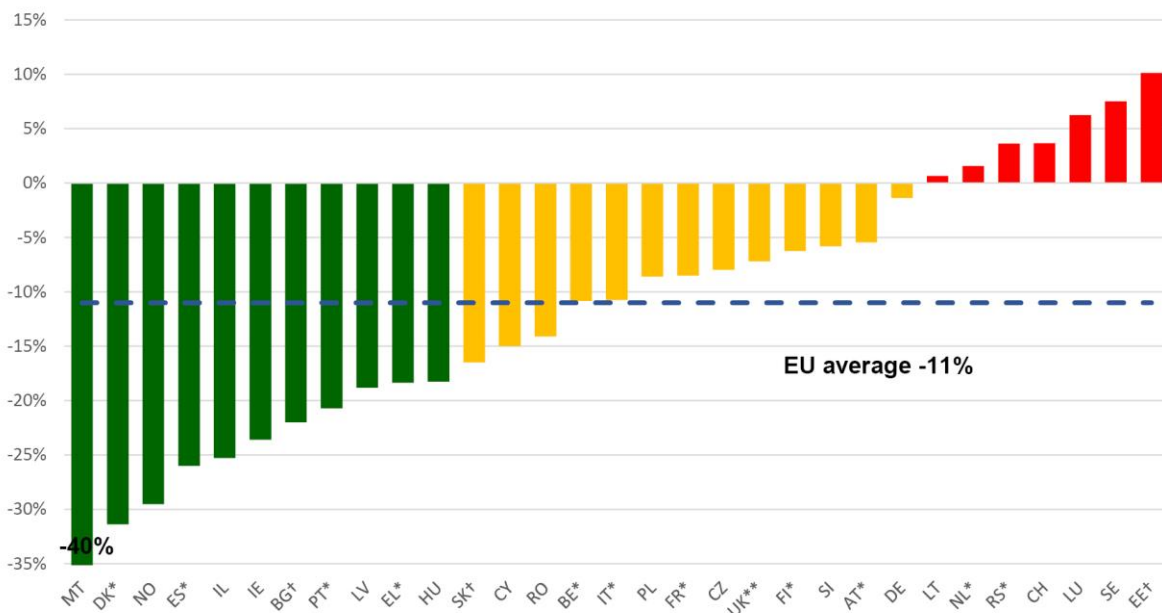
The Report and detailed figures for each country are available under <http://www.etsc.eu/PIN-publications.php>. For further enquiries, please contact PIN Programme Manager Graziella Jost, graziella.jost@etsc.eu, or ETSC Communications Manager Mircea Steriu, mircea.steriu@etsc.eu, mob. +32(0)4 98.51.65.62, +32 (0)4 84.38.05.79.

Notes to editors:

¹ ETSC is a Brussels-based independent non-profit making organisation dedicated to reducing the numbers of deaths and injuries in transport in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 47 national and international organisations concerned with transport safety from across Europe. www.etsc.eu

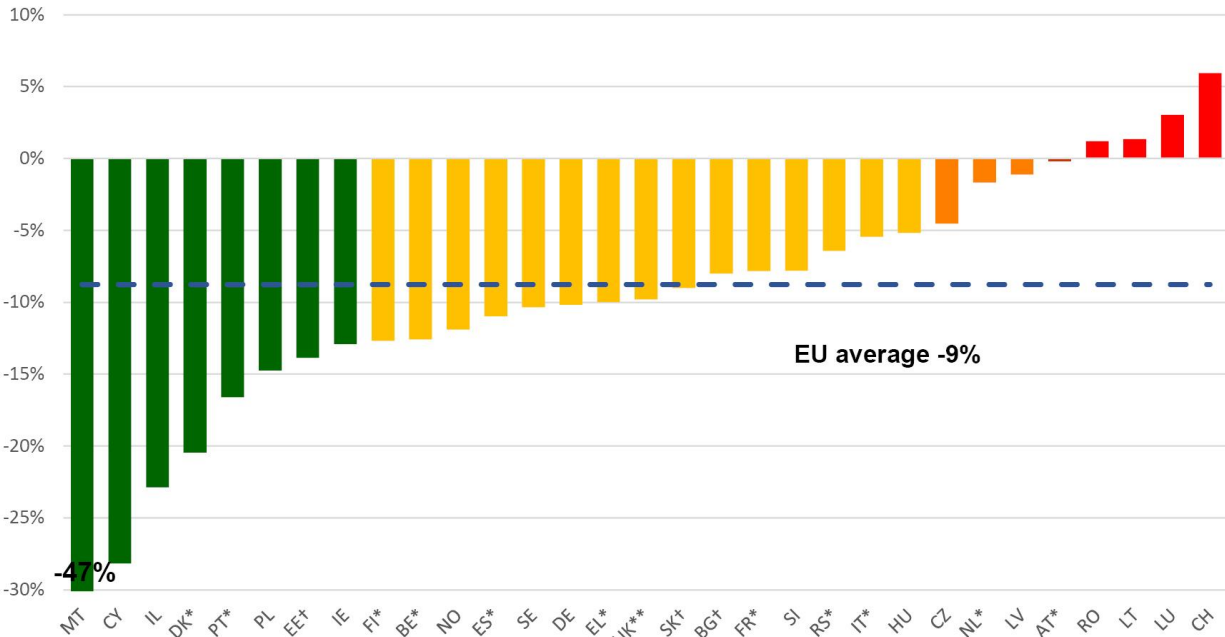
² The Road Safety Performance Index (PIN) Programme was launched in June 2006 to compare country road safety performances. It currently includes the 27 countries of the EU, as well as Israel, Norway, the Republic of Serbia and Switzerland. The Road Safety Performance Index (PIN) receives financial support from the Volvo Group, the Swedish Transport Administration, the Norwegian Public Roads Administration and Toyota Motor Europe. www.etsc.eu/PIN

³ Percentage change in road deaths between 2010 and 2012:



*National provisional estimates used for 2012, as the final figures for 2012 are not yet available at the time of going to print. **UK estimate based on 10% decrease in killed in 2012 Q1-3 compared with 2011 Q1-3. † ETSC estimates based on EC CARE Quick Indicator. Numbers of deaths in Luxembourg and Malta are small and are therefore subject to substantial annual fluctuation.

Percentage change in road deaths between 2011 and 2012:



⁴ ETSC 7th PIN Report (2013) *Back on track to reach the EU 2020 Road Safety Target?*

www.etsc.eu/PIN-publications.php

The PIN Conference Agenda is available at www.etsc.eu/PIN-events.php. Speakers' presentations and pictures will be available at the same address.

⁵ See Press Release PIN Award Denmark at www.etsc.eu/PIN-events.php. Minister Bødskov details the policies which helped his country improve road safety in ETSC 7th PIN Report.

⁶ Road mortality (deaths per million inhabitants) by gender in 2011.

