



## NEWS RELEASE

### Unprotected Road Users Left Behind in Efforts to Reduce Road Deaths

**10 May 2011, Brussels** – A total of 169,000 pedestrians, cyclists and users of powered two-wheeled vehicles (PTW) have been killed on European roads since 2001; 15,300 of them in 2009. These figures published in the new Road Safety Performance Index (PIN)<sup>1</sup> Flash<sup>2</sup> amount to a decrease in the number of deaths by 34% for pedestrians and cyclists, and just 18% for PTW riders compared to the baseline year of 2001. Deaths for car drivers went down by 39% during the same period<sup>3</sup>. While the number of total road deaths decreased considerably over the 2001-2010 decade, the number of killed PTW riders actually increased in 13 EU countries.

*“These figures are a great cause for concern. The European Commission prioritised PTW users in its “Road Safety Policy Orientations” last year. Although pedestrians and cyclists were identified as a vulnerable group, little was proposed to address the risks they face. Transport Ministers in December 2010 called for the development of a specific strategy to tackle safety of this target group. Now it is the turn of the MEPs, who are currently preparing to adopt their Report on Road Safety, to show their political leadership and stress the need for action to reduce road deaths amongst the most vulnerable road users,”* declared ETSC<sup>4</sup> Executive Director Antonio Avenoso upon the publication of the latest PIN Flash. *“ETSC calls for strong measures to cut road deaths among pedestrians, cyclists and motorcyclists. Initiatives targeted at these types of road user will be crucial in reaching the new target of halving road deaths for the 2011-2020 decade,”* Mr. Avenoso added. With nearly 50% of car trips being shorter than 5 km, governments want to promote walking and cycling, but people will not choose these means of travel unless they are made safer.

Experiences from fast progressing countries show that measures exist which are both affordable and effective in saving the lives of many unprotected road users. The fastest reductions since 2001 among pedestrian deaths were recorded in **Portugal, Sweden, Norway** and **Belgium**, and among cyclist deaths in **Finland, Lithuania, Slovakia** and **Latvia**. For moped and motorcycle deaths, best reductions have been achieved in **Portugal** and **Latvia**, followed by **Belgium** and **Ireland**.

ETSC is releasing this new PIN Flash to mark the launch of the UN Decade of Action for Road Safety<sup>5</sup>. Many vulnerable road users are being killed worldwide and the situation in the EU is no exception. *“If the EU wants to be at the forefront of the UN Decade of Action it must address the risks faced by unprotected road users, not least to achieve the ambitious safety, health and sustainability goals set out in the recently published White Paper on Transport,”* Mr. Avenoso concluded.

The full PIN Flash “Unprotected Road Users – a key concern of road safety” and detailed figures for each country are available at [www.etsc.eu/PIN-publications.php](http://www.etsc.eu/PIN-publications.php).

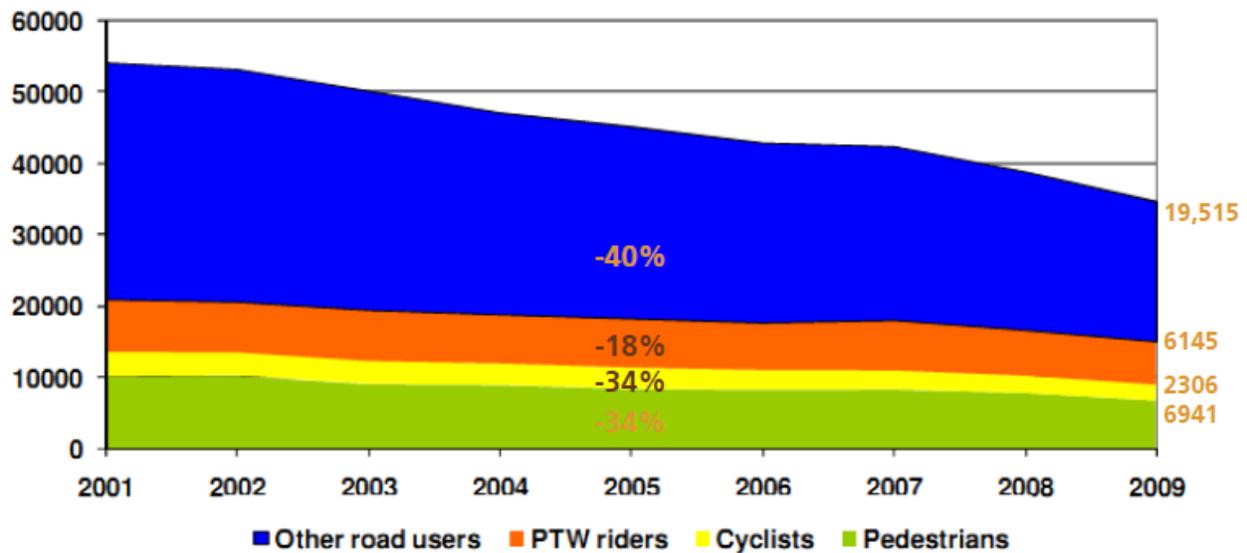
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## Notes to Editors:

(1) 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 and Switzerland. [www.etsc.eu/PIN](http://www.etsc.eu/PIN)

(2) The full PIN Flash “Unprotected Road Users – a key concern of road safety” and detailed figures for each country are available at [www.etsc.eu/PIN-publications.php](http://www.etsc.eu/PIN-publications.php)

(3) Reduction in road deaths since 2001 for pedestrians, cyclists, motorcyclists and other road users.



(4) 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 45 national and international organisations concerned with transport safety from across Europe. [www.etsc.eu](http://www.etsc.eu)

(5) <http://www.decadeofaction.org/>