



NEWS RELEASE

## Leading by example? Further improving road safety at the top of the EU Road Safety League

*6<sup>th</sup> February 2013, London* – “Ambition and motivation needs to be engendered to reduce the number of road deaths”, said Prof. Richard Allsop, ETSC<sup>1</sup> board member and chairman of the PIN Programme<sup>2</sup>. He presented an EU perspective on road safety, pointing out that while the UK currently sits at the top of the EU road safety league, the UK lags behind the average EU progress in several areas of road safety.

Fred Wegman, managing director of the Netherlands-based SWOV, presented the Dutch approach to improving road safety, pointing out that the challenges facing road safety stakeholders are similar across Europe. He noted the importance of shared responsibility among the stakeholders, warning however that this must not lead to shifting responsibility and stakeholders should co-own road safety strategies in order for them to be successful.

Claes Tingvall, the Swedish Transport Administration’s Director of traffic safety, presented the challenges faced in planning for the future transport in terms of safety. He mentioned modal shift, particularly inside urban areas, and improvements in ITS technologies, with safety being seen as a necessary framework to underpin mobility.

Stephen Hammond, the UK minister with road safety responsibility, presented several of his priorities, particularly in terms of improved and efficient enforcement of traffic rules, the education and training of road users, with a focus on young and novice drivers.

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### Notes to editors

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<sup>1</sup> 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](http://www.etsc.eu)

<sup>2</sup> 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 and Volvo Trucks. The PIN also receives financial support from the Swedish Transport Administration, the Norwegian Public Roads Administration and Toyota Motor Europe. [www.etsc.eu/PIN](http://www.etsc.eu/PIN)