

News Release

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i2010 - eSafety that matters

ETSC welcomes the Commission initiative i2010 – intelligent car initiative¹ and hopes that the programme can evolve so as to include technologies that address the true road safety priorities: preventing speeding and drink driving, as well as ensuring seat belt use.

Indeed at the annual *Best In Europe Conference eSafety that matters* (21st and 22nd February 2006 at Autoworld) the European Transport Safety Council (ETSC)² examined what the priorities for road safety action are, as well as how and what advanced technologies can contribute³.

“ This event focused 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, and those that have attempted to advance automotive technologies have not had a sufficient safety focus” he added.

A recurring theme of transport safety researchers at the event was that existing technologies and policies with the largest life-saving potential should be given top priority. Technologies that tackle the major risks on road transport (e.g. intelligent speed adaptation) are available, and much more needs to be done to secure their potential benefits. “ Moreover, we must not just look at what technologies exist, but examine what policies we need to support their application based on safety priorities⁴” added Jörg. Beckmann

The real technology priorities for road safety are intelligent seat belt reminders, alcohol-interlocks, and intelligent speed adaptation.

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Notes for Editors

- 1) i2010 – Intelligent car initiative was adopted on Feb 15 2006 for more information see http://europa.eu.int/information_society/activities/esafety/index_en.htm
- 2) The European Transport Safety Council (ETSC) is a Brussels-based non-profit making organisation dedicated to the reduction of transport crashes and casualties in Europe. ETSC seeks to identify and promote effective measures on the basis of international scientific research and best practice. It brings together 33 international and national organisations concerned with transport safety from across Europe.
- 3) A comprehensive ETSC review of the safety benefits of in-vehicle enforcement technologies was also published in October 2005, see: http://www.etsc.be/documents/ETS_brochure_4.pdf
- 4) 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.