

Safety



European
Automobile
Manufacturers
Association



Did you know?

- EU road transport fatalities have halved in the past decade, from **54,000 in 2001 to 26,000 in 2013**.
- In the last 30 years, **Europe's roads have become far safer despite a three-fold increase** in traffic.

What are the key challenges?

1. Further reduce accidents, road traffic fatalities and severe injuries across the EU.
2. Tackle human error (such as poor anticipation, distraction and violation of road traffic laws), which is involved in 90% of all accidents.
3. Target 15-24 year olds who, relative to their share of the population, are the most affected category.
4. Address the specific needs of an ageing society to participate safely in future road traffic.

What do we need?

- An 'integrated approach' to road safety, because this will deliver the most effective results. This means combining further improvements in vehicle technology with complementary intelligent transport systems (ITS), improved driver training, better road design and maintenance, and enforcement of existing traffic regulations.

How can this be achieved?

- Safer vehicles: the latest vehicles are fitted with active safety technologies to prevent accidents from happening, and passive safety systems to protect occupants and other road users should a crash occur.
- Safer infrastructure: improvements in design, construction and maintenance of roads are key, as unclear traffic signs and poor lane borders, for example, affect safety.
- Safer road users: changing users' behaviour offers huge potential in improving safety. For instance through better and more comprehensive education together with appropriate enforcement.
- Connecting vehicles and infrastructure: enabling the exchange of safety information between drivers, vehicles and road infrastructure.

Policy examples

- European Statement of Principles on Human Machine Interface (HMI) for in-vehicle information and communication systems (ICS)
- eCall
- Driver support and automation

Policy examples in context

European Statement of Principle on HMI (ESOP)

What is it?

- A summary of the essential safety aspects to consider for human-machine interface (HMI) for in-vehicle information and communication systems (ICS).

What are ACEA's priorities?

- Reduce accidents caused by driver distraction when using information and communication systems.
- Educate drivers to use nomadic devices safely while driving.

How can these be achieved?

- Promoting the introduction to the market of well-designed ICS technology, embedded or nomadic, based on the implementation of ESOP.

eCall

What is it?

- A system that automatically calls emergency services in the event of a serious road accident.

What is ACEA's priority?

- Ensure that all the appropriate infrastructure is deployed and working.
- Respect technological neutrality.

How can it be achieved?

- Aligning obligations for manufacturers, member states and telecommunication operators.
- Allowing co-existence of private systems and the use of alternative solutions (eg nomadic devices).

Driver support and automation

What is it?

- Increasing degrees of automation that will see some (or even all) tasks removed from the driver, with the potential to reduce the element of human error from driving.

What are ACEA's priorities?

- Ensure a proper legal and regulatory framework that allows for automated driving.
- Harmonise systems that may be used to automate elements of driving and traffic.

How can these be achieved?

- Adapting existing legislation (ie the Vienna Convention) so that it allows for the market introduction of automated functions.
- Encouraging protection from cyber threats.
- Introducing liability based on event data recording.