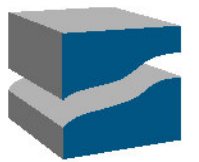


# **Quo vadis "Consumer testing" – European Industry's view of assessing eSafety systems**

**Stuart Southgate - Ford of Europe**

**On behalf of the European Vehicle Manufacturers (ACEA)**



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# Outline

- **Background**
- **eSafety Systems and Consumer Testing**
- **A Way Forward**
- **Conclusions**



# Background

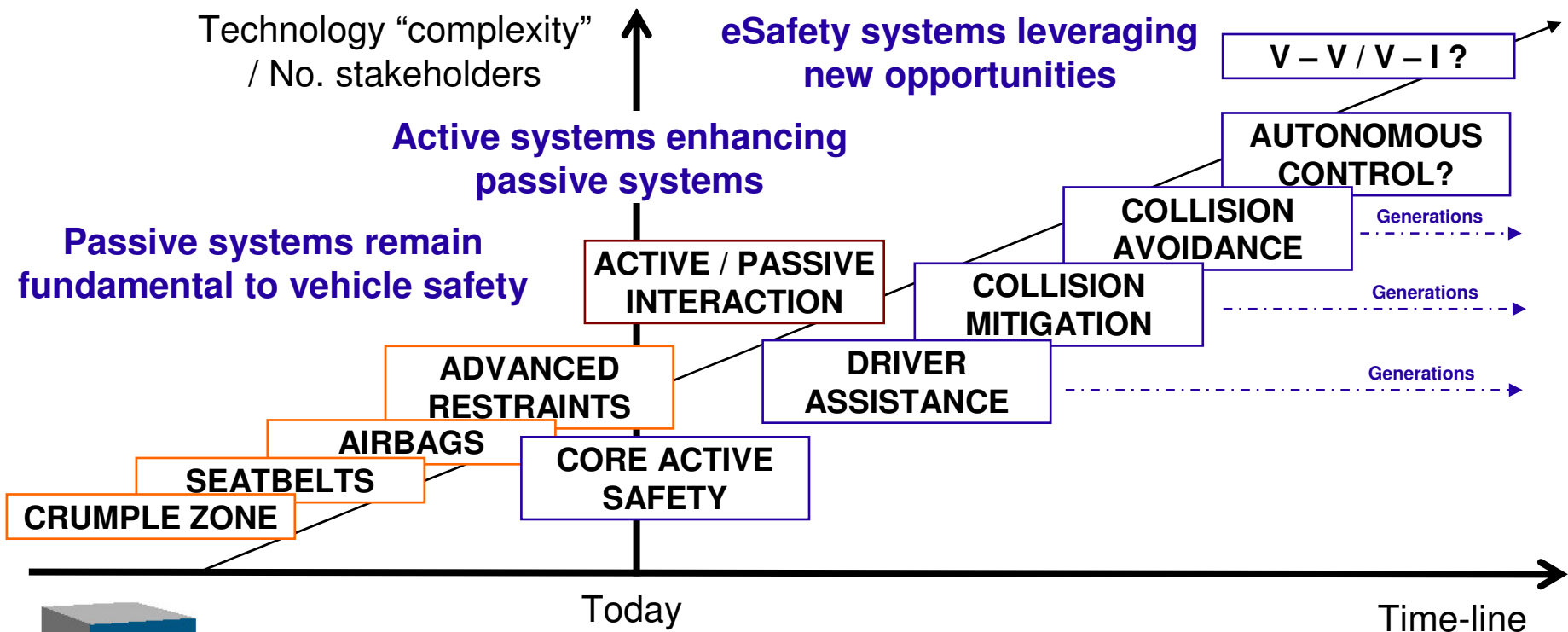
- **Automotive manufacturers (OEMs) have driven the development of new safety technologies**
- **The focus has traditionally been on systems which are under the complete control of the OEM**
- **eSafety systems are tending to introduce a dependency on elements outside the OEMs control**
  - e.g. eCall...
- **This interdependence will increase the need for effective communication and structured relationships between all road safety stakeholders**



# Background

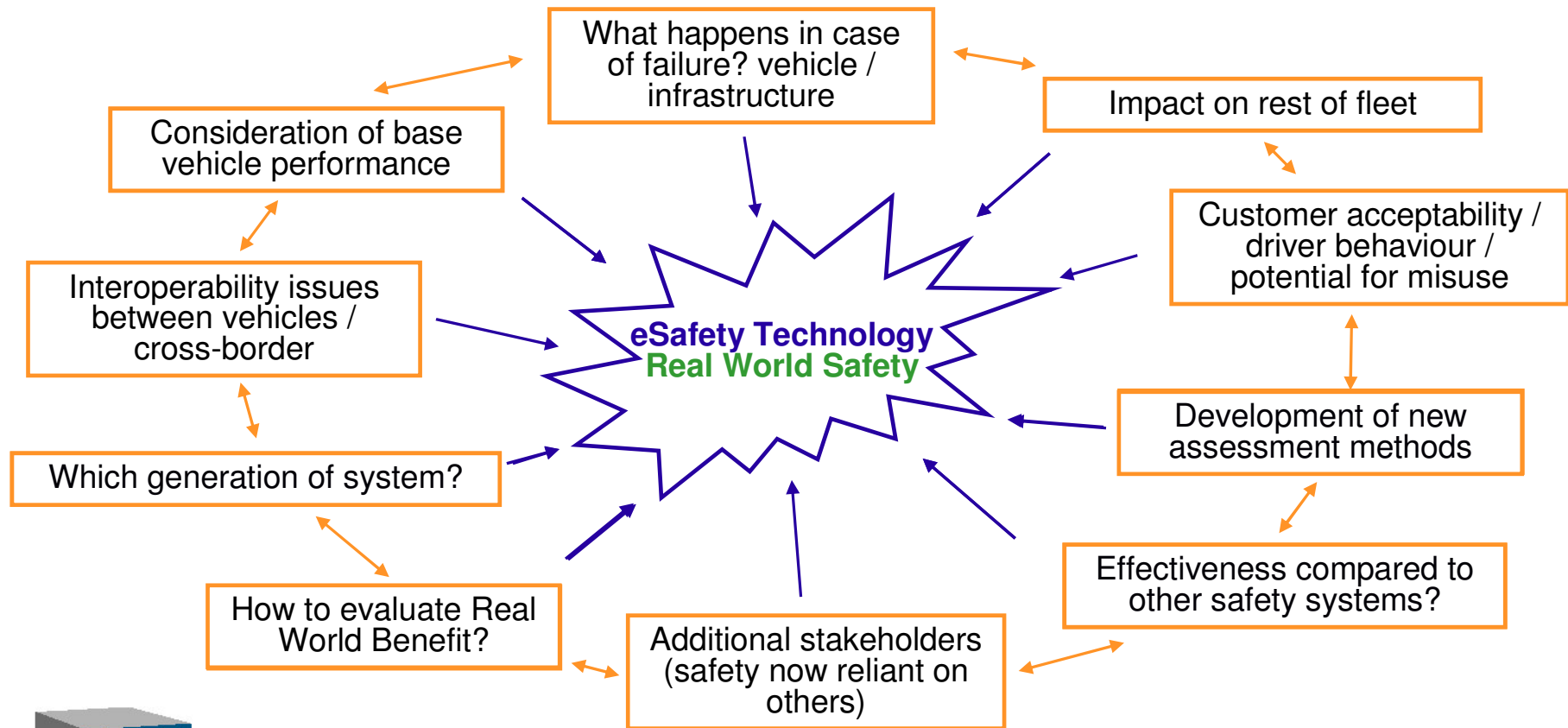
The Automotive Industry has achieved major improvements in Primary and Secondary safety performance, confirmed by real world accident statistics.

The focus is beginning to migrate in the direction of eSafety systems leading to a significant increase in complexity and interaction between stakeholders.



# eSafety Systems and Consumer Testing

Assessment of eSafety systems poses new challenges...



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# eSafety Systems and Consumer Testing

- Research is required to evaluate real world performance
- Opportunities and Limitations need to be understood
- Unique test conditions and assessment criteria
- What is relevant to the consumer?
- Different markets have different needs
- Ratings must be based on objective measurements
- Assessments need to be performance based



**How should we compare the benefits of one system against those of another?**



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# A Way Forward

**Industry & EuroNCAP pursue the same goal – vehicle safety**

To address the increasing complexity (of eSafety) we need:

- Better relationships with consumer assessment bodies  
e.g. EuroNCAP
- A structured process for the assessment of real world safety
- Performance based requirements

Possible solutions:

- Integrated Approach (as developed by CARS21)
- Safety road-maps (short-, medium- & long-term)

**Initial success... *BeyondNCAP***



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# Conclusion

- **Traditional Primary and Secondary Safety systems continue to be the ‘backbone’ of vehicle safety**
- **eSafety brings new challenges & complexity but also new opportunities**
- **To realise these opportunities:**
  - Assessment must be based on real world safety
  - Adopt an ‘Integrated Approach’
  - Defined processes and open relationships with all stakeholders
  - Raise consumer awareness and ensure affordability to support a sustainable business case



# Key Message

**An open and effective relationship between all stakeholders is required to ensure that the “Integrated Approach” delivers the maximum potential benefits of affordable eSafety systems for all road users.**



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