



# ***Awareness Actions under the i2010 Intelligent Car and eSafety Initiatives***

European Commission  
Directorate General Information Society and Media  
ICT for Transport  
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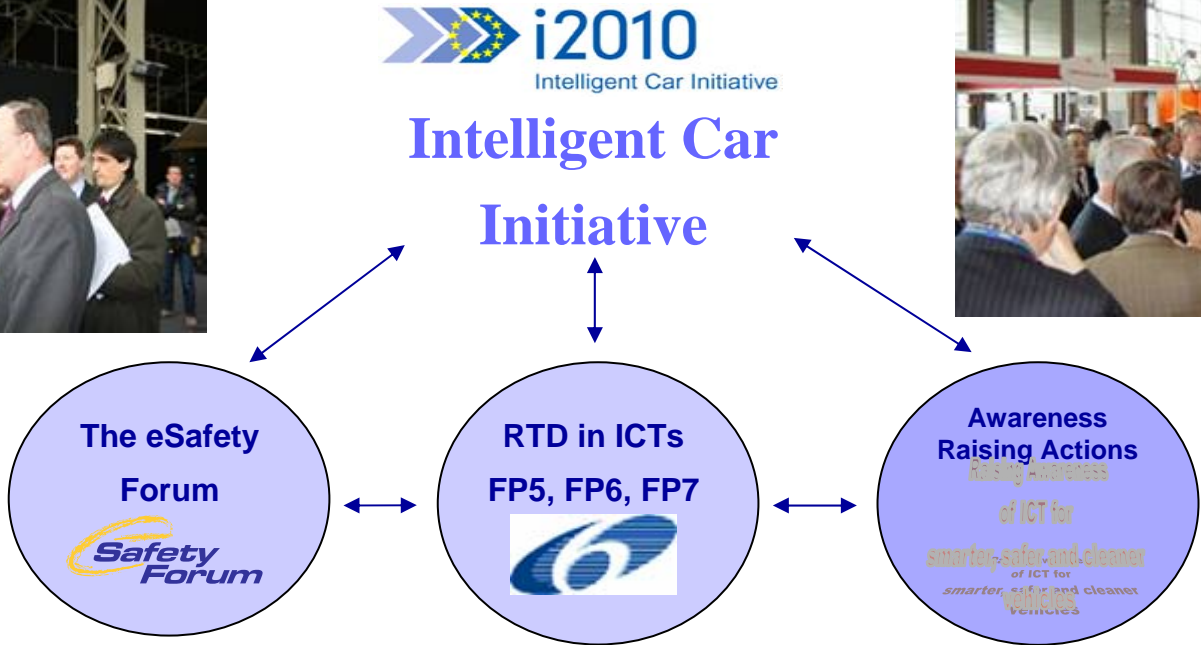


Information Society  
and Media

London, 11 October, 2006

# The i2010 Intelligent Car Initiative

The i2010 Intelligent Car Initiative will build on the work of the eSafety initiative and follow a three – pillar approach



### Working Groups

- eCall Driving Group
- Traffic Information...
- Road Map

### Projects

- Prevent
- CVIS
- GST
- 

### Awareness Actions

- studies
- "Intelligent Car Event"
- campaigns
-

The awareness pillar of the Intelligent Car Initiative will promote, active information dissemination to a wide audience:

- To raise drivers and policy maker's **knowledge about the potential of intelligent vehicle systems**
- To stimulate **user's demand** and create socio-economic acceptance.
- To **facilitate the deployment** of mature technologies and systems in the initial phase of market penetration
- To encourage stakeholders initiatives supporting i2010



### The launch of the Intelligent Car Initiative Brussels' Autoworld Museum on 23 February 2006

- **Commissioner Reding** presented the *Communication on the Intelligent Car Initiative*
- **display of**
  - ✓ **24 “intelligent” vehicles** equipped with safety features
  - ✓ **eight simulators** illustrating the way such safety devices function



- **more than 230 stakeholders**
- **85 journalists & camera teams**



and....

- ✓ **10 TV slots** broadcasted
- ✓ **85 articles** published

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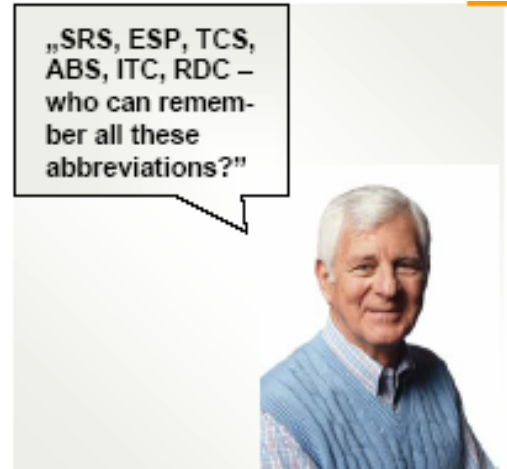


- Independent
- Wide participation of stakeholders expected
- Under the leadership of FIA Foundation, 27 founding members
- Non-competitive character
- Internal agreement on financing and ownership
- Definition of campaigns – first on **Stability Control** <sup>1)</sup>, next maybe **eCall**

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1) Formely known as ESP, ESC or twenty other abbreviations





# Awareness Actions 2006

- i2010 HL event in Helsinki, Finland 27-28  
September  
Launch of the eSafety Communications  
Platform
- ITS World Congress, London 9 - 12 October
- Results of the EUROBAROMETER survey 8 November  
Citizens knowledge of active safety devices
- eSafety Forum Plenary Meeting 8 November



# Awareness Actions 2007

- GST Project Final WS and Demonstrations February  
Brussels
- CeBIT 2007 15-21 March  
Intelligent Car
- i2010 Event, Rome, Italy April 27-28  
Organized by Communications Platform  
Launch of ESP Campaign
- ITS in Europe Congress, Aalborg, Denmark 18-20 June
- German Presidency Workshop on June  
Intelligent Car
- Intelligent Car Event jointly with PREVENT September  
Demonstration Days, Versailles, France
- ITS World Congress, Beijing, China 9 - 13  
October