

... Intelligent Car Initiative

Transport in Europe is essential for our citizens and our economy. But the toll Europe's citizens have to pay for this is high:

- 🚗 over 40,000 deaths in 2006.
- 🚗 over 1.2 million injuries.
- 🚗 over 1.3 million accidents.

And don't forget the environmental damage.

Information and Communication Technologies (ICT) can help. Advanced safety systems can have a major impact on road safety. Take electronic stability control. It prevents skidding, resulting in 15% less accidents leading to death. Bringing such systems to market will greatly increase road safety.

The European Commission's Intelligent Car Initiative aims to enhance the use of ICT for smarter, safer and greener cars. It is one of the flagship initiatives within i2010, the European Commission's digital strategy for growth and jobs in the years up to 2010. It seeks to promote ICT for a better quality of life for Europe's citizens.

... Who we are:

The Commission's ICT for Transport team is responsible for preparing and managing community-funded research into information and communication technologies for transport.

The team also supports politically the roll out of these systems via the Intelligent Car Initiative.

... How to contact us:

European Commission

Directorate-General Information Society and Media
ICT for Transport
B-1049 Brussels
info-g4@ec.europa.eu

... Further information:

The Intelligent Car

<http://ec.europa.eu/intelligentcar/>

eSafety

http://ec.europa.eu/information_society/activities/esafety/

The European research programme

<http://cordis.europa.eu/fp7/ict/>

© European Communities, 2007.

© Photos: European Commission.

Towards Smarter, Safer and Greener Cars



**Smart car, smart driver?
Test your knowledge
and win!!**

**Play our Quiz on:
<http://ec.europa.eu/intelligentcar/>**

Towards Smarter, Safer and Greener Cars

... United to improve road safety



The motor industry, the European Commission and others, have joined forces to improve road safety and to clean up transportation. Under the banner of eSafety, they are working together to roll out smarter vehicles and intelligent infrastructure.

... What does this mean for you?



eSafety has paved the way for eCall, the automatic emergency service for cars, to be throughout Europe by 2010. In future if you crash, your car will automatically call the emergency centre, telling them of your position and the severity of the accident. This means faster and better prepared rescue teams.

Estimates say that eCall could save up to 2500 lives per year and could considerably reduce severe injuries.

... Cutting-edge research



For many years now the European Commission has been funding leading research into using digital technologies for transport. This has led to active safety systems that avoid or lessen the severity of accidents. Current research is working on next generation advanced and cooperative safety systems to make road transport even safer.

... What does this mean for you?

- ▣ Integrated in-car safety applications that will keep drivers safer by anticipating dangers.
- ▣ Car-to-car and car-to-road communication that will warn drivers of out-of-sight dangers.
- ▣ Improved road safety for cars and pedestrians thanks to smart sensors and car-to-car communication.

... Spreading the good news

Lack of awareness among citizens and policy makers about the tremendous potential of these smart safety systems is one of the main reasons, they are taking off slowly. To counter this, the European Commission is working hard to improve awareness on the potential of such systems for road safety.

... What does this mean for you?



The EU and FIA support eSafety Aware, a public information initiative. It ran its first public campaign, ChooseESC, to raise awareness on the potential of electronic stability control for greater road safety.

This campaign, and others like it, should ultimately lead to a faster take up of advanced road safety systems.

More information: <http://www.chooseesc.eu/>