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December

Extra safety, not extra prices for intelligent systems, say motorists

According to a recent Eurobarometer study, European motorists attach high importance to safety in choosing a car, but the perceived high price and lack of understanding of the benefits still slow down market penetration of intelligent safety systems. The European Commission has already recognised this and has increased efforts to raise awareness of the real benefits of intelligent safety systems.

"Technology can greatly improve road safety and prevent accidents," said Viviane Reding, European Commissioner for Information Society and Media. "Together with industry we are working hard to develop Intelligent Safety Systems. Member States and stakeholders must ensure that these dramatically important and efficient technologies are quickly taken in use in all markets in Europe. These survey results underline how strongly Europeans feel and why we must all act now."

As a part of the i2010 Intelligent Car Initiative launched in February 2006, the Commission initiated two surveys to learn about drivers' attitudes towards Intelligent Safety Systems and their knowledge on their use and benefits. A qualitative survey was done in six countries (Finland, France, Germany, Italy, Poland and the UK) and a quantitative version was carried out in all EU 25 Member States with close to 25,000 interviews. This information allowed the Commission to understand users' attitudes and knowledge about new technologies and will help it decide on further actions, such as public demonstrations, media events and campaigns.

The survey showed that for motorists, safety is highly important when buying a car but they do not want to pay for extra for the safety systems. This could be because they feel that cars should be safe even without them. The perceived high price of buying and maintaining safety systems was also a factor. No major differences between countries or between categories of road users were found.

Besides price, safety and fuel consumption are the two top criteria in choosing a car.

- Over 80% want Electronic Stability Control (ESC) in their next car. ESC is perceived as an extension of the already well-known ABS and drivers are already familiar with its use and its advantages.
- Over 70% want in-vehicle Emergency call (eCall) in their next car. Drivers understand that eCall can save lives if a crash occurs. Data privacy for eCall does not seem a problem: over 70% consider there is no or only a minor inconvenience to privacy, and eCall's overall benefits are more important.

The survey underlined the importance of user awareness: many citizens do not know enough about new intelligent vehicle safety systems' potential, or recognise them as something that improves safety. This is why the Commission welcomes the recent public-private communication platform "eSafetyAware!" (see page 4) to promote specific technologies through media events and campaigns with large media coverage.





December

Kick-off of eSafety Forum's ICT for Clean Mobility Working Group

The ICT for Clean Mobility Working Group, a new eSafety Forum Working Group that aims to identify and promote ways that information and communication technologies can make mobility cleaner and more energy-efficient, had its kick-off meeting in Brussels on 6 December 2006.

It will investigate how life-saving eSafety technologies can also be used to make mobility cleaner and more efficient. The Group will be chaired by Mr Paul Kompfner of ERTICO and Mr Wolfgang Reinhardt of ACEA.

The meeting was attended by representatives from research and development institutes, public authorities, automotive industry, NGOs, the transport and environment sectors and integrated traffic management specialists.

The top five work topics for the Working Group were identified as

- Traffic management
- Pre-trip information and planning
- Driver information and support
- Route guidance and optimisation
- Eco-driving

The new Group will also look into the logistics management, environmental data collection, real-time driving information and the relations between the information from the traffic network and engine management.

Its next steps will be to identify the latest work and the leading technology in the priority areas. The Group will also work on a methodology to quantify eco-benefits in the multi-modal world and to quantify effects of ICT on road network environmental conditions. Further activities will include analysing different scenarios and preparing recommendations for deployment, as well as identifying barriers and how they might be overcome.

The next meeting of the eSafety Working Group on ICT for Clean Mobility will be held in the first quarter of 2007.



November

eSafety Forum calls for increased efforts to implement eCall

More than 100 eSafety stakeholders came together in Brussels on 8 November 2006 for the 6th eSafety Forum Plenary meeting to discuss how to move ahead with the Intelligent Car Initiative and eSafety in Europe.

The eSafety Forum is a joint platform involving over 150 active members representing all road safety stakeholders. The Forum's general objective is to promote the development, deployment and use of Intelligent Vehicle Safety Systems, so-called eSafety systems.

Highlights of the meeting included the presentation of the third Commission Communication "Bringing eCall back on track" and the presentation and adoption of the "Information and Communication Technologies for Mobility Strategic Research Agenda". Mr Rudolf



Strohmeier, Head of European Commissioner Viviane Reding's Cabinet, made a keynote address stressing the importance of bringing the benefits of the information society to the citizens. Mr Strohmeier pointed to eCall as a good example of how this can be achieved, but cautioned that the target of full-scale roll-out of eCall would not be accomplished if the Member States did not step up their efforts in upgrading their emergency service centres.

The eSafety Working Groups presented the latest results of their activities, and two new Working Groups were introduced: Service-Oriented Architectures and ICT for Clean Mobility.

November

Mapping the way to safer roads

eSafety stakeholders meeting in Brussels on 14 November 2006 identified the critical issues impeding large-scale implementation of dynamic traffic management and proposed a concrete road map to remove and solve these issues.

The Implementation Road Map for Dynamic Traffic Management – Vehicle Systems Co-operation Workshop was organised by the Implementation Road Map Working Group of the eSafety Forum. Set up in 2003, this Working Group aims to identify the technical and economical potential of intelligent vehicle safety systems, as well as the topics and timetable for possible infrastructure improvements.

The first version of the implementation road map was published in October 2005. The road map will now be expanded, detailed and made more concrete in a series of workshops.

The 14 November workshop included a presentation on vision on traffic management now and in 2020, as well as six case studies on use of vehicle data in traffic management and use traffic management data in vehicle systems. Discussion in the second part of the workshop centred on the main issues and obstacles in dynamic traffic management and on the detailed road maps for solving the issues and obstacles. Parallel groups concentrated on specific topics and the workshop ended with an overview of the conclusion.





November

Increasing the use of life-saving technology on Europe's roads

Key road safety players met 2-3 November 2006 for the eSafety Observers meeting to review how eSafety systems can help reduce the number of fatalities and injuries on Europe's roads.

"Each year there are more than 1.4 million car accidents and 40,000 road fatalities in Europe. Increased use of eSafety systems could bring this number down substantially", says Jacob Bangsgaard, (former) Director of eSafety Support. "By decreasing the driver's workload, detecting dangers and providing support in hazardous situations, such systems could save thousands of lives every year."

Organised by eSafety Support and co-hosted by the Swedish Road Administration and VTT Technical Research Centre of Finland, the first day of the European eSafety Observers meeting took place in Stockholm, while day two was organised in Helsinki. The aim was to review how stakeholders can work together in order to boost the deployment of eSafety systems.

The meeting featured presentations by European Commission and eSafety Support experts, giving an overview of the eSafety initiative and its current priorities. The initiative, dating from 2002, is dedicated to halving the number of road deaths in Europe by 2010 through the development and deployment of eSafety systems.

Discussions focused on progress in the Member States towards the full-scale roll-out of eCall – the pan-European in-vehicle emergency call. When the car senses a major impact, eCall will automatically report its exact location to the nearest emergency centre. Anyone in the car can also trigger an eCall by simply pushing a button. The technology could save an estimated 2,500 lives every year and provide faster medical care for many thousands more. With the necessary commitment from all relevant actors, the aim is to have this life-saving technology in all new vehicles from 2011.



October

European Commission presence at London ITS World Congress 2006 a great success

Cutting edge eSafety systems were on display at the 13th World Congress and Exhibition on Intelligent Transport Systems which took place in London, 8-12 October 2006.

The European Commission's stand was a great success, with examples of both ongoing research activities and numerous research results from projects such as AIDE, EASIS, GST, IP PreVENT, HUMANIST and eSafety Support. A separate "car corner" with five demonstration cars complemented the main stand.

On show at the EC stand was a Volvo truck simulator, showcasing technologies such as Active Lane Keeping Support, Collision Mitigation by Braking, Curve Speed Warning and Lane Change Assistance.

The in-vehicle emergency call, eCall, was also demonstrated. Generated either manually by a vehicle occupant or automatically via activation of in-vehicle sensors, an eCall will establish voice contact with the nearest emergency centre and automatically transmit a minimum set of data about an accident. Demonstrated in a car from the Sussex Police, visitors got a view of how the system can help ensure a faster and better informed response to accidents.

The EC stand attracted a record number of visitors, giving delegates the opportunity to engage in interesting discussions about ongoing EC projects and future activities in the area of Information and Communication Technology for transport under the 7th Framework Programme for Research.

September

Two eSafety Observers Regional Meetings organised in September 2006

The third and fourth Regional eSafety Observers meetings took place on 18 September in Turin, Italy and 21 September in Athens, Greece. Key road safety players came together to review how eSafety systems can help reduce the number of fatalities and injuries on Europe's roads.

Organised by eSafety Support, the aim of the two meetings was to review how eSafety players can cooperate to increase awareness of the benefits of eSafety systems. The Turin event brought together

participants from Austria, Italy and Germany, while the Athens meeting was targeted at stakeholders in Greece and Malta.

The meetings featured presentations by European Commission and eSafety Support experts, giving an overview of the eSafety initiative and its achievements to date. National road safety players also gave a series of presentations, detailing the development and deployment of eSafety in their regions.





September

New awareness activity launched to promote accident-avoidance technologies

A major new drive for improving awareness of intelligent vehicle systems and their road safety benefits was announced in Helsinki, 28 September 2006. This new platform, called eSafetyAware!, brings together stakeholders from the public sector, automotive suppliers and users.

"We have for a long time emphasised the importance of user awareness in the take-up of the new car safety technologies," said Viviane Reding, European Commissioner for Information Society and Media. "Now we have concrete evidence that users' knowledge of new technologies needs improving. This is why I welcome the launch of this new platform for promoting user awareness."

eSafety Aware! will focus on pre-commercial promotion campaigns as an independent member organisation. It will be chaired by the Foundation of the International Automobile Federation (FIA). It has 26 founding members representing automotive suppliers, automotive clubs, road safety authorities, road operators, insurance industry and service providers. The European Commission is participating in eSafetyAware! as an observer.



eSafetyAware! will launch public awareness campaigns to catch the attention of the public at large, in order to make them aware of these technologies. The first will be on Electronic Stability Control (ESC), which has been proven to reduce accident risk by 20%. Further campaigns are planned for other high-priority topics, such as the in-vehicle emergency call, eCall.

The announcement of the new platform was made at a high-level meeting of the Commission's i2010 Initiative in Helsinki. The meeting was attended by Commissioner Reding, together with Ms Susanna Huovinen, Minister of Transport and Communications, Finland.

"Intelligent vehicle systems can make a major contribution in solving our most pertinent transport problem, namely road safety, where Europe still has more than 41,000 deaths per year," noted Mr Rosario Alessi, FIA Foundation Chairman. "It is our job to get these systems to the users as quickly as possible. These systems save lives, but you need to know they exist to ask for them."

July

eSafety effects database launched

With the launch of the new online eSafety effects database — www.esafety-effects-database.org — all you ever wanted to know about the benefits of eSafety systems is only a mouse click away!

Produced by eSafetySupport Partner VTT on behalf of the European Commission, the database gives a comprehensive overview of the research reports, articles and papers produced on the effects of the various eSafety applications available on the market. The focus is on the systems' safety effects and all main results are listed, linking to the actual reports and papers when available.

The main purpose of the database is to encourage a faster roll-out of eSafety systems. Stakeholders have proved reluctant to commit themselves to encouraging a faster and broader market introduction



of such systems in the past due to insufficient evidence of the systems' benefits. By providing a one-stop shop of all available research on each type of eSafety application, the new database aims to address this problem.

The database is continuously being improved and updated, and stakeholders are encouraged to submit research findings, reports, etc. All you need to contribute is a URL or electronic version of the report, with the permission to make it available on the Internet.

June

European eSafety experts meet in Gothenburg

The second eSafety Regional Meeting held 15 June 2006 in Gothenburg, Sweden analysed eSafety developments in Denmark, Finland, Norway and Sweden.

The European Commission gave a strategic overview of the eSafety initiative, while eSafety Support gave a presentation on current eSafety priorities and the planned Communication Platform for eSafety (see above), that aims to make the advantages of eSafety systems known to the general public. In addition, eSafety regional Observers and stakeholders reported on ongoing activities in their respective countries.

Discussions touched upon a number of topics, including cooperative systems, public awareness and the use of incentives to speed up the implementation of eSafety systems.

The meeting ended on a positive note, concluding that the Nordic countries are all very advanced in the implementation of eSafety systems. However, a number of areas in which further efforts are required were identified, including the need to raise public awareness of eSafety systems, keep eSafety on the political agenda and increase cooperation both amongst the Nordic countries themselves and other EU countries.





June

EU and India to increase cooperation in bid to improve road safety

European and Indian road transport stakeholders meeting in Brussels 1 June 2006 agreed to significantly strengthen cooperation in the field of Intelligent Transport Systems and Services (ITS).

The 1 June conference, organised by the ERTICO-coordinated EU-India project and supported by the European Commission, attracted several high-level public and private sector participants from the two regions.

"This meeting has proved a real boost to EU-India ITS cooperation," Jacob Bangsgaard, (former) ERTICO Director of External Affairs and Communications, commented. "Important ITS demonstrations will be launched in India with the assistance of European stakeholders, and we have a clear commitment from key players to support further Indian ITS deployment activities."

The EU-India event aimed to assess how road safety and sustainable mobility in India can be enhanced with the help of ITS. India has one of the highest road accident rates in the world, with more than 80,000 people killed every year. Due to the phenomenal growth in the number of vehicles in the country, traffic is having an increasingly negative impact on the urban environment. The need to upgrade India's traffic management systems has become pressing.

Participants agreed on the necessity of developing an ITS road map for India that sets out key priorities and action points. As a first step, delegates concurred that urban traffic planning and

management must be improved in order to make the most of the existing infrastructure. Digital mapping, traffic data collection and broadcasting will be key factors in this respect.

Participants also pointed to the need to develop an emergency management system. As a first collaboration activity, delegates decided to start work on defining a series of demonstrations intended to showcase the benefits that ITS solutions can offer and raise awareness among Indian decision-makers of the potential of ITS.

In particular, participants agreed that ITS can greatly improve traffic management in connection with large events, and committed to evaluating in greater detail how ITS could help ease the management of the 2010 Delhi Commonwealth Games.

On a more long-term basis, delegates pledged to support the creation of a centre of excellence for ITS in India and increase cooperation on ITS training and education between the two regions.



From the left: Arnold van Zyl from ERTICO, A.P. Bahadur from the Indian Ministry of Road Transport and Highways, André Vits from the European Commission, O.P. Aggarwal from the Indian Ministry of Urban Development

June

Norway signs up to eCall

On the occasion of the Transport, Telecommunications and Energy Council in Luxembourg on 8 June 2006, Norway signed the eCall Memorandum of Understanding (MoU). The move gives a significant boost to the service, which aims to substantially reduce the time needed for emergency services to respond to road accidents.

Viviane Reding, European Commissioner for Information Society and Media, congratulated Norway for joining Finland, Sweden, Greece, Italy, Lithuania, Slovenia, Cyprus and Switzerland in as signatories of the MoU. "This is an important step towards the implementation of the pan-European eCall service. As the European Parliament stressed in its recently approved report (see page 7), it is important that all Member States sign the MoU as soon as possible, in order to demonstrate a clear commitment to the implementation of eCall to other stakeholders. I would like to encourage all the Member States to join Norway and the other European countries that already signed the eCall MoU. eCall is for the benefit of the European citizens," she said.

Generated either manually by a vehicle occupant or automatically via activation of in-vehicle sensors, an eCall will establish voice

contact with the nearest emergency centre and automatically transmit key data about the accident, including the accurate location. This will enable emergency personnel to reach the scene of the accident faster, thereby increasing victims' chances of survival.

"We firmly believe that the system will save lives and reduce the social burden by improving the notification of road accidents and speeding up emergency service response. Norway supports the ambition of introducing the system by 2009, and will actively contribute to the development and agreement of implementation plans conforming to the principles of a pan-European eCall service," said Norwegian State Secretary, Steinulf Tungesvik.





June

Transport Research Arena in Gothenburg, 12-15 June 2006

The 2006 Transport Research Arena (TRA) Conference took place in Gothenburg, Sweden, 12-15 June 2006 with the theme “Cleaner, Safer and Smarter Road Transport for Europe”.

TRA 2006 focused on the implementation of the European Research Area in support of a sustainable, more efficient and safer road transport system in Europe. The event was jointly organised by the European Commission, the European Road Transport Research Advisory Council (ERTRAC), and the Conference of European Directors of Roads (CEDR).

The conference was complemented by a major exhibition showcasing how recent and future road research and technological development in Europe supported the conference theme.

A Strategic Research Agenda

The objective of the conference was to promote the strategic alignment of road transport research, bringing together all European road research stakeholders around a shared Strategic Research Agenda. Among other things, this means combining and coordinating European, national, regional and private research actions, improving networking and pooling research and development capacities.

Participants included industry and research managers, senior researchers, engineers and scientists, as well as representatives of public authorities from across Europe and around the world.

May

Successful eSafety Forum gives new impetus to eSafety implementation

Meeting in Brussels on 2-3 May 2006, the eSafety Forum launched a series of new activities aimed at supporting the development and implementation of smarter, safer and cleaner vehicles.

As a joint platform bringing together over 150 active members representing all road safety stakeholders, the eSafety Forum is largely recognised by both Member States and the larger international community as the driving force in promoting eSafety in Europe.

Several high-level speakers contributed to the meeting, including Fabio Colasanti, Director General of the Commission’s Information Society and Media DG; Arnold van Zyl, CEO of ERTICO; Ivan Hodac, Secretary General of ACEA; Monica Sundström of the Swedish Road Administration; Dr Csaba Csapodi from the Permanent Representation of Hungary to the EU; MEPs Malcolm Harbour and Ari Vatanen, as well as numerous Industry representatives.

A broad agenda

The Forum reviewed the eSafety initiative’s progress to date, and adopted the recommendations of the eCall Driving Group. Other eSafety Forum Working Groups, including those of the Communication, Implementation Road Map and Heavy Duty Working Groups, also gave updates on their activities. Particular attention was devoted to the recommendations of the eCall and User Outreach Working Group. eCall is an in-vehicle emergency call that can be launched either manually or automatically via sensors after an accident has occurred. Forum members endorsed the eCall Driving Group’s recommendations, encouraging all stakeholders to work together to complete the last remaining open issues, with a particular focus on developing a business case for eCall and exploring the use of incentives to encourage the speedy implementation of the service.

Member States were urged to sign the eCall Memorandum of Understanding, launched by ERTICO, ACEA and the Commission in 2004. A proposal was also made to initiate an analysis of an eCall system designed for two-wheelers.

The User Outreach Working Group’s recommendation to establish an eSafety Communication Platform (eSafetyAware! - see page 4) was positively received and endorsed by the Forum members. Focusing on three main pillars — media work, marketing and political work — the platform will liaise closely with communication and campaign managers, media and marketing experts. The FIA Foundation will take the leading role in its establishment, but Forum members emphasised the need for the broad involvement of all relevant stakeholders. As its first task, the platform will explore the possibility of launching a promotion campaign for Electronic Stability Control (ESC).

Further broadening the work of the eSafety Forum, participants also approved the creation of two new Working Groups: ICT for Clean Mobility and Services-Oriented Architectures.





May
European eSafety Experts meet in Galicia

The first Regional eSafety Observers meeting took place 15 May 2006 in Vigo, Spain. Bringing together eSafety stakeholders from Spain and Portugal, the meeting provided an overview of the eSafety initiative and its latest developments.



Jacob Bangsgaard, (former) Director of eSafety Support, explained that “the eSafety initiative requires the involvement of all audiences and has the objective of making the public aware of the importance of incorporating safety systems in the vehicles in order to reduce the number of fatal road accidents in Europe.”

The meeting’s morning session provided an overview of the eSafety initiative and the status of eSafety implementation in the EU. Spanish eSafety Observers reported on the status of eSafety in their country. In the afternoon session, other eSafety stakeholders presented ongoing activities in their respective countries. The meeting then led to a discussion on the next steps for eSafety in both the EU and Iberian peninsula. The meeting concluded with a guided tour of host CTAG’s facilities, where participants had the opportunity to view the latest technological solutions for the car industry.

April
European Parliament adopts road map for eCall

The European Parliament adopted on 27 April 2006, by a large majority, a report by British MEP Gary Titley on the introduction of eCall as a public service. The report recommends that all European authorities include information about the in-vehicle emergency call within



their public road safety campaigns and points out that “the large-scale roll-out of eCall by 2009 is a priority of the eSafety initiative”. Presenting eCall to the MEPs, European Commissioner for Information Society and Media, Viviane Reding, reiterated the importance of full Community support and commitment from all stakeholders if the target to install eCall in all new vehicles by 2010 is to be achieved.

The discussion that followed showed that most of the MEPs fully support the European Commission initiative. This sends a positive message to the industry, which has worked hard on developing the road map for eCall implementation and on defining the eCall architecture. If implemented in all new vehicles and all Member

States, the system could save up to 2,500 lives annually on Europe’s roads. The positive feedback from the European Parliament is important for pushing this process forward.

MEPs, however, voiced concern over Member States’ limited involvement in the preparations for European-wide implementation of the system by 2010, pointing out that some Member States have also been reluctant to promote 112 as the single emergency number in Europe. eCall is based on the use of 112.

National efforts to prepare emergency services for handling eCalls were also deemed to be insufficient, and the report recommends that further efforts and resources be allocated for language training and an upgrade of identification and call handling services. MEPs stressed the importance of all Member States signing the eCall Memorandum of Understanding.

The European Parliament also invited stakeholders to pursue a more detailed cost-efficiency analysis of the actions to be undertaken to implement eCall. It called on all stakeholders to work together to define incentives to speed up the introduction of the service.





April
Road cleared for pan-European implementation of eCall

The eCall Driving Group (DG) held its final meeting 24-25 April 2006, aiming to pave the way for the introduction of the pan-European in-vehicle emergency call system by 2010. The different sub-working groups under the eCall DG presented the results of their activities, and a final set of recommendations for the introduction of eCall was agreed.

Participants discussed a series of potential obstacles to full-scale rollout of eCall. When activated, eCall will automatically transmit a minimum set of data (MSD) containing information about the vehicle involved in the accident to the nearest emergency centre (PSAP).

The participants discussed what should be included in this MSD and reached an agreement. However, a final study is needed in order to get an overview of whether the PSAPs have access to a Vehicle Identification Number (VIN) database to identify the vehicle, or whether vehicle make and model should be included as mandatory information in the MSD.

Participants also updated the rollout plan for the introduction of eCall by including different milestones, the first being that **all** involved stakeholders, including the Member States, must show their commitment by signing the eCall Memorandum of Understanding by the end of 2006.



February
i2010 Intelligent Car launch event

Viviane Reding, EU Commissioner for Information Society and Media, hosted the 23 February 2006 Intelligent Car launch event at the Autoworld Museum in Brussels.

The event featured demonstrations of in-vehicle safety systems that can support the driver in critical situations. It received huge media attention from all over Europe.

Safer and cleaner intelligent car technologies are ready for full market deployment, and the February event featured 28 vehicles demonstrating the European research progress made in this field.

The i2010 Intelligent Car Initiative builds on three pillars: the work done in the framework of the eSafety initiative, the results of "ICT for road safety" research projects co-financed by the European Union for more than the past decade, and activities raising the awareness of road users of Intelligent Safety Systems with the aim to speed up the take-up and deployment of such systems. The launch event was the first concrete action under the pillar of awareness-raising activities.



Commissioner Reding in the Cybertaxi



Introducing the i2010 Intelligent Car Initiative

eSafety Support is a European Commission funded project assisting the eSafety initiative in its goal of reducing the number of fatal road accidents in Europe.

The project's main tasks are to stimulate and monitor the activities, progress and results generated by the eSafety initiative. It offers assistance to the eSafety Forum and its Working Groups, keeps all stakeholders up-to-date on eSafety progress and findings, and promotes the benefits of Intelligent Vehicle Safety Systems to the general public.

Visit www.esafetysupport.org or contact info@esafetysupport.org for more information

