



User awareness

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Road Safety in the EU

- ❑ In 2001, the EU agreed on a 50% casualty reduction target: fatalities down from 50,000 to 25,000 by 2010
- ❑ In 2005 41 600 persons killed - a 17.4% reduction over 4 years
- ❑ At this rate fatalities by 2010 will be 32,500 - above the target so more needs to be done

The potential of active safety

- ❑ More than 90% of accidents caused by human error → clear case for increased driver assistance
- ❑ Example: ESC could reduce the risk of accidents by 20%

Challenges

❑ Low public awareness



EUROTEST survey:
50% familiar with
basic active and
passive safety.

❑ Difficult to explain - sell

„SRS, ESP, TCS,
ABS, ITC, RDC –
who can remem-
ber all these
abbreviations?“



Challenges

❑ High price



European Commission
Eurobarometer survey:

eSafety = expensive and fragile

❑ HMI concerns

Fear of losing control



Electronic Stability Control

1. Vehicle Stability Assist (VSA)
2. Vehicle Dynamic Control (VDC)
3. Electronic Stability Program (ESP)
4. StabiliTrak
5. Dynamic Stability Control (DSC)
6. All-Speed Traction Control & StabiliTrak
7. Active Handling
8. Controllo Stabilita (CST)
9. AdvancedTrack and Interactive Vehicle Dynamics (IVD)
10. Electronic Stability Control (ESC)
11. Vehicle Dynamics Integrated Management (VDIM) with Vehicle Stability Control (VSC) and Traction Control (TRAC) systems
12. AdvanceTrak
13. Maserati Stability Program (MSP)
14. Active Skid and Traction Control MULTIMODE
15. Precision Control System (PCS)
16. Porsche Stability Management (PSM)
17. Vehicle Dynamics Control Systems (VDCS)
18. Vehicle Dynamics Integrated Management (VDIM) with Vehicle Stability Control (VSC)
19. Dynamic Stability and Traction Control (DSTC)

The eSafetyAware! Platform

- ❑ Public-private partnership established in June 2006 and chaired by the FIA Foundation.
- ❑ 27 Founding Members representing automotive suppliers, automotive clubs, road safety authorities, insurance industry and service providers.
- ❑ Pre-commercial promotion campaigns of eSafety technologies with proven effect on road safety.
- ❑ European Commission = observer. Supports eSafetyAware! as a priority of the i2010 Intelligent Car Initiative.



2007 Pilot Campaign on ESC

- ESC event
 - ESC hands-on driving experience
 - High-level seminar on ESC deployment

- Further campaigns planned for other high-priority eSafety applications.



Thank you

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