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# FIRST KILOMETRES OF SLOVENIAN eSAFETY FROM THE USER'S VIEWPOINT - AMZS

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FIRST KILOMETRES OF SLOVENIAN eSAFETY FROM THE USER'S VIEWPOINT - AMZS

- AMZS:
  - non-governmental organization;
  - 140.000 members drivers;
  - FIA member (Eurotest - general motoring and touring, EuroRAP – road infrastructure, NPACS - child restraints and EuroTAP - tunnels).

## FIRST KILOMETRES OF SLOVENIAN eSAFETY FROM THE USER'S VIEWPOINT - AMZS

- AMZS – main goal in the area of safety
  - to present new safety achievements of car/road area to domestic drivers in the most simple and user-friendly manner.

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- Past trends:
  - Significant changes in car market area in Slovenia in the last decade
  - Big difference also in general manner of driving
  - No explaining of purpose and functioning of new safety devices to buyers
  - No modernization of the way of education on new cars
  - Older population

## FIRST KILOMETRES OF SLOVENIAN eSAFETY FROM THE USER'S VIEWPOINT - AMZS

- Making even more from EuroTESTS and addressing the past trends:

AMZS Family Hour – eSafety in everyday life

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- Content of Family Hour:
  - Clear and practical
  - Addressed to wide spectrum of different road users
  - Show practical outcome of development in car industry, especially in the field of new technology (ecology, safety and comfort)
  - Presentations with different types of cars, different types of technological equipment and also with the support of especially prepared audio/video material

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- Findings
  - drivers are not well familiar with electronic devices in their cars
  - car sellers are not familiar enough with electronic devices – influence on decisions of drivers
  - additional payment for electronic safety devices is too expensive for many drivers
  - the best promotion of new electronic devices in cars is the one that makes possible the test of the device “for real” – new TEST AND TRAINING CENTER

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- Conclusions:
  - New test and training center presents an important step towards safer mobility future
  - Necessary to react faster to technological development
  - Necessary to encourage politics to adopt as quickly as possible at least some of the solutions that eSafety offers

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Thank you for your attention!