

# Vision Zero - Market driven implementation

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# Vision Zero for many stakeholders

- Traffic safety is a shared responsibility for many stakeholders
- A joint vision is a powerful tool to focus the work
- The demand for a safer road transportsystem has increased

## **”Safety does not sell” is no longer true**

- ESC increase from 15 to 85% in 30 months
- SBR increase from 0 to 80% in 40 months
- 50% of new car sales are Euro NCAP 5 stars

# ISA – Speed alert

- Both rural and urban network digitalized
- 200 of SRA vehicles with ISA
- Large demand from transport services

## Alcohol interlock - Three types

- For repeat offenders
- Transport service - already 10 000 vehicles in use
- Mass market – SAAB and Volvo close to breakthrough with next generation systems

# **”Industry does not deliver until they are forced by regulation” is no longer true, at least not generally**

Most new systems are not regulated

Most manufacturers have internal targets beyond regulated level

Automotive industry has research and development capacity beyond society

Some aspects, like pedestrian protection, not so fast

# Competition and customer satisfaction are drivers for development – regulation is there for;

- Maintaining and increasing minimum level
- Cover areas with limited market forces
- Standardize and define aspects of safety

## **Which tools can the society use to enhance competition and demand?**

- First of all, understand who is the customer of new cars (less than 50% private)
- EuroNCAP
- Act as customer and stimulate other fleet buyers, contractors, taxi and rental car companies
- Follow up new innovations and progress
- Stimulate and fund research

# Summary

- Competition and customer satisfaction are the strong motivators for safety – apart from regulation
- Society must develop more effective ways to drive development
- Euro-NCAP has been effective but must be developed further to stimulate innovation
- Industry should be stimulated to demonstrate by scientific methods the impact of innovations
- Customers are not individuals only, fleet buyers are in majority in many countries