



eSafety

Progress in Sweden

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Overall focus up to 2009 – Input within five main areas

1. Improve road safety
2. Facilitate efficient commuting
3. Support more efficient commercial transports
4. Provide quality-assured road and traffic data
5. Develop efficiency and reliability in the work on ITS

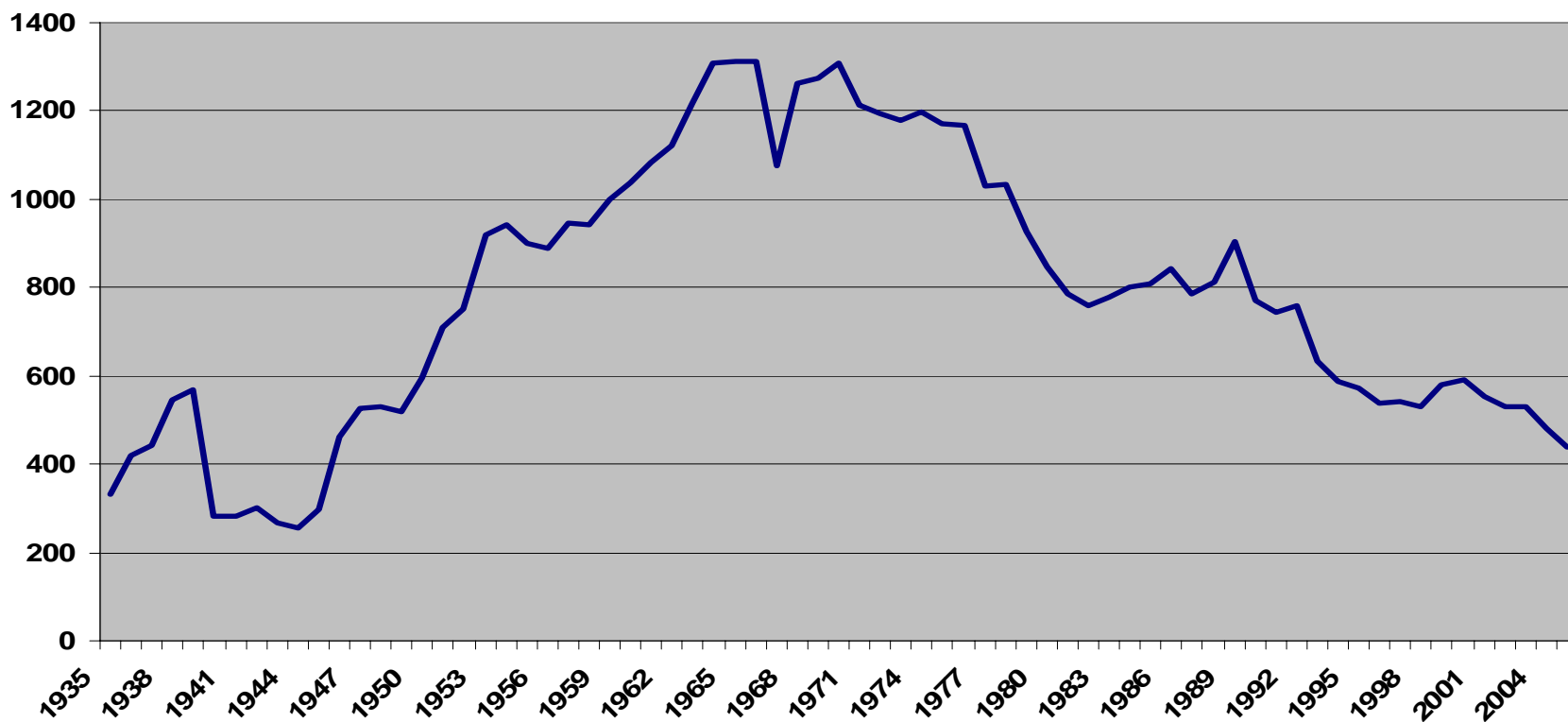


Focus on better road safety

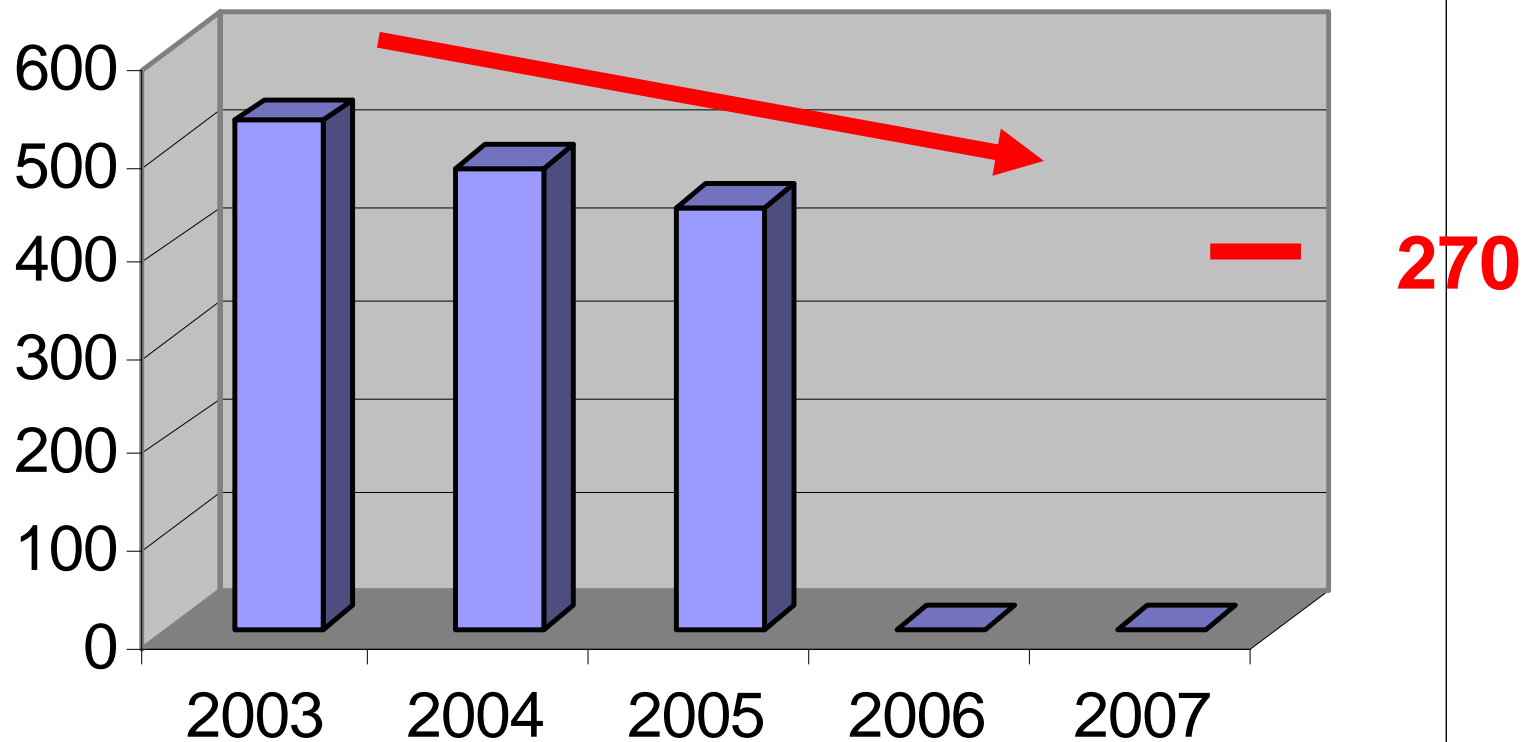
Focus areas for ITS activities up to 2009:

1. **Better compliance with the speed limit (Speed Alert, ATC, Variable speed limits)**
2. **Fewer people driving under the influence of alcohol (Alcohol detection systems)**
3. **Fewer people driving with impaired ability (drugs, drowsiness, distraction, Intelligent Vehicle Safety Systems – IVSS)**
4. **Faster emergency/rescue services at accidents (eCall)**

Fatalities in Swedish road traffic 1935-2005



Fatalities in Swedish road traffic



SRA installs Speed Alert Systems

- 200 units
 - First generation - Keep it simple!
 - Informative with warning
 - GPS and digital map
 - Memory card (USB)
 - Covers all of Sweden
 - Possibility to switch it off
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- Other parties will purchase systems based on the current requirement



Speed Alert in a Nordic perspective

- A initiative to co-operation between the Nordic countries concerning Speed Alert and digital infrastructure
- Joint effort to create a market for Speed Alert
- Joint project to demonstrate Speed Alert on selected Nordic corridors in 2009

Use of Alcohol Ignition Interlocks

30 % of the fatalities is alcohol related –50 %
of single vehicle accidents

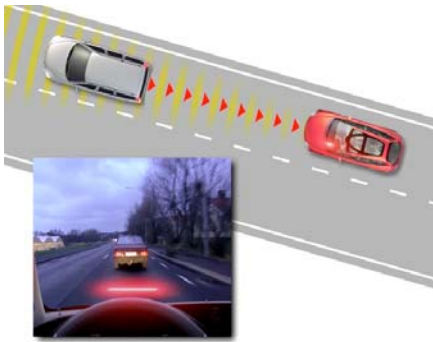
- Breath analyzer
- A quality assurance tool for companies
- Alternative to withdrawal of driving license
- 10.000 in use and increasing
- Strong political support
- Sweden pilot country in Europe
- Law in 2010?



eCall

- The Ministry of Industry, Employment and Communications named SRA the principal for the eCall service in Sweden
- The MoU is signed (MoU)
- Cost Benefit calculation performed
- SOS Alarm is instructed to draw up a proposal for how the eCall alarm can be managed
- SRA develops a plan and national platform for the introduction of eCall to 2009

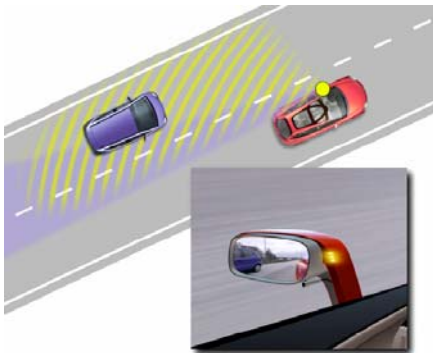
IVSS – Intelligent Vehicle Safety Systems



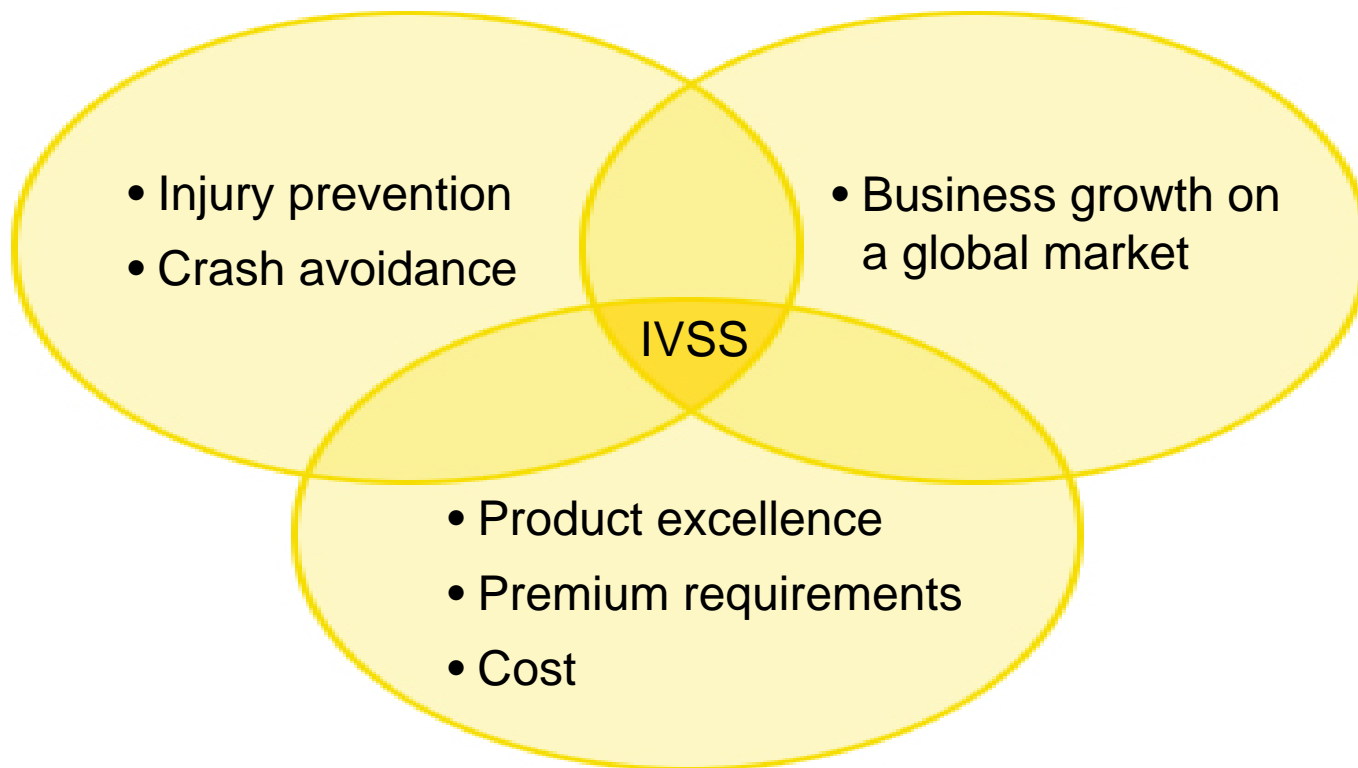
- Using IT and smart technologies to reduce fatalities and injuries

Focus Areas:

- Driver Impairment
- Speed “Sense, Alert & Respond”
- Crashworthiness & Biomechanics “Just before the unavoidable”



IVSS Opportunity Areas



New Initiatives

- Test Site Sweden – National ITS Test and Demonstration Area
- Road and Vehicle Safety Centre – Chalmers
- ITS World Congress 2009

Thank you!