



## Conclusions of the “User Benefits Drive the Market” Workshop organised by the eSafety Forum’s Implementation Road Maps Working Group on 5 November 2008

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Brussels - November 6, 2008

## [ Contents

eSafety Awards Ceremony

Keynote Vito Mauro

“Which users, which benefits”

eSafety benefits from TRACE, eIMPACT, CODIA

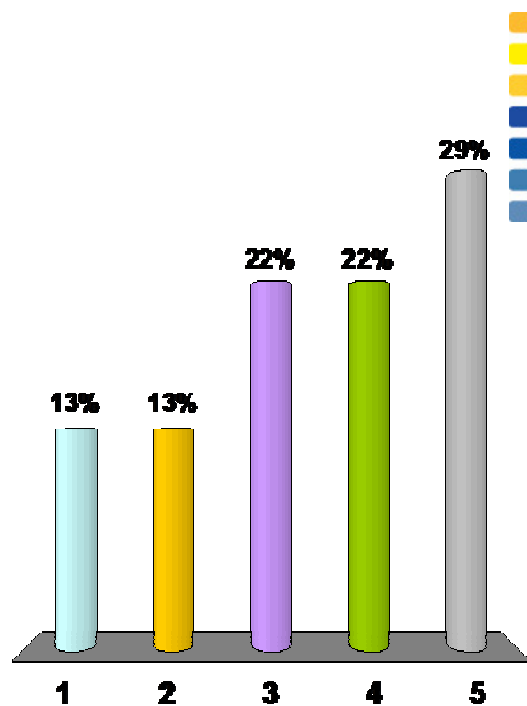
Interactive session on user benefits with regard to awareness, marketing, dealers, fleet owners, road operators, incentives

> 70 participants



## [ Participation

1. **Authorities** (Local, National)
2. **Road operators** (included Road authorities)
3. **Industry** (Automotive Telecommunication, Service, Insurance, Technology)
4. **Research** (research institutes, academia)
5. **Others** (user organisations)



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## [ eSafety Awards 2008

- Industry and Technology:
  - Bosch
- Administration and Policy:
  - Swedish Road Administration
- Lifetime Achievement:
  - Gerhard Rollmann

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## [ Studies on benefits

Systems have **large safety potential** on EU fatalities

Electronic Stability Control ESC -17%

Lane Keeping Support -15%

Speed alert with active gas pedal ca. -9%

Thereby also congestion reduction potential

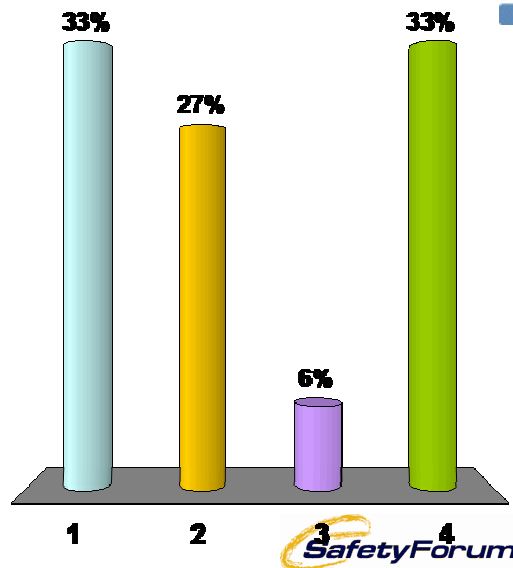
Ca 15% of all congestion costs in Europe are due to accidents

Potential will be reality only after **large-scale deployment**



## [ Question in interactive session: After ESC, what is in your opinion the most promising safety technology?

1. Forward Collision Warning
2. Lane Departure Warning
3. Blind Spot Detection
4. eCall



## [ Deployment of eSafety and ITS

"ITS is a winner in pilot schemes but loser in real deployment"

A lot of work is still required to **mainstream** intelligent systems and ITS in general to make them a feasible option to invest in or to purchase



## [ Some good deployment examples

### **Electronic Stability Control**

- USA, Canada, Europe
- based on good safety record, awareness, incentives, ...

### **Black boxes**

- Italy, Brazil, ...
- driven by anti-fraud, anti-theft
- anticipated to affect safety profoundly

Perhaps CO<sub>2</sub> concerns will drive some systems?



## [ Promoting deployment

Awareness of benefits is important, especially safety benefits

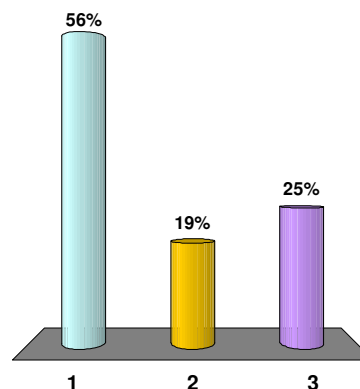
Systematic, comprehensive and well-planned marketing will bring results

Incentives are important, and we probably also need new ones to make the benefits tangible to the drivers



▪ [ Question in interactive session: Who do you feel is the key sector that should be targeted through the ChooseESC! campaign?

- 1 Dealerships
- 2 Insurance organisations
- 3 Driving schools



## [ Promoting deployment

Dealers and fleet owners  
groups in key position  
not always properly addressed

Good examples exist

Bosch dealer training

Swedish Road Administration's fleet owner  
oriented efforts



## [ Promoting deployment

Road operators  
network operation and management  
cooperative traffic management  
reliability of information



## [ User benefits not enough

For instance bundling and packaging utilising the key safety technologies

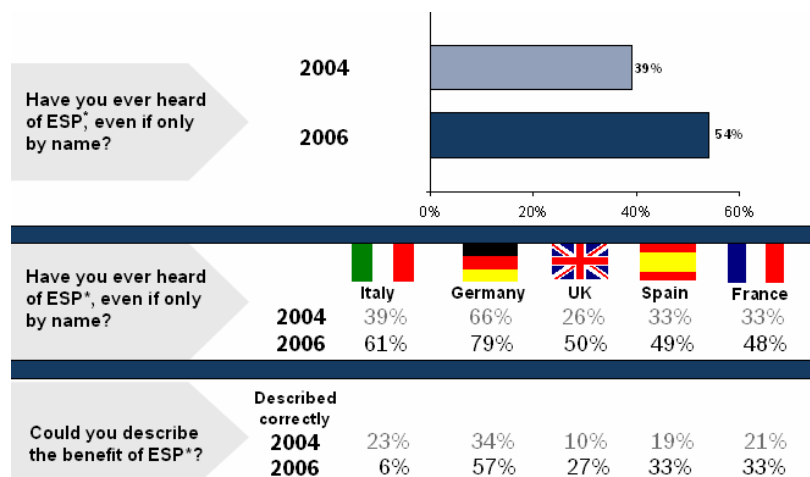
Important to explain what the different systems are doing

We need simple messages understood by the public and also the politicians



## [ Bosch Safety Survey 2006

European Awareness on the increase



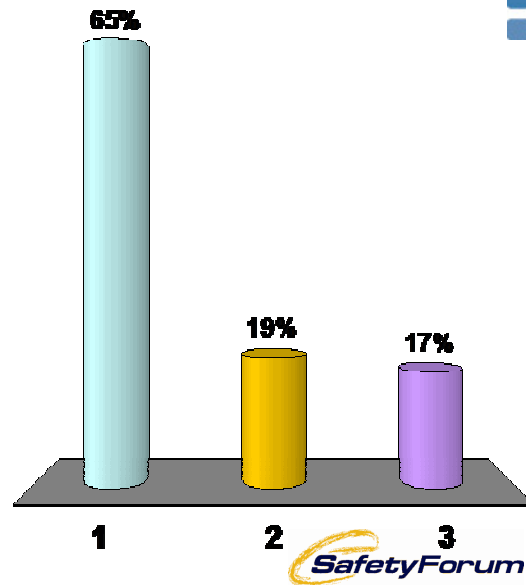
\* Name of ESP adapted to make driven by interviewee

Presentation by Sandra Pastore/Bosch



[ Question in interactive sessions: What is the importance of effectiveness studies for the success of safety technologies?

1. Very important
2. Important
3. Not important, but informative



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[ Reflections

Interactive session provided good fuel for discussions

Workshop resulted in valuable input to the work of the eSafety Forum, its Implementation Road Maps Working Group and also other WGs

Satisfied participants = success



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[ Thank-You!

Presentations, minutes and conclusions to be  
available at the [www.esafetysupport.org](http://www.esafetysupport.org)

