

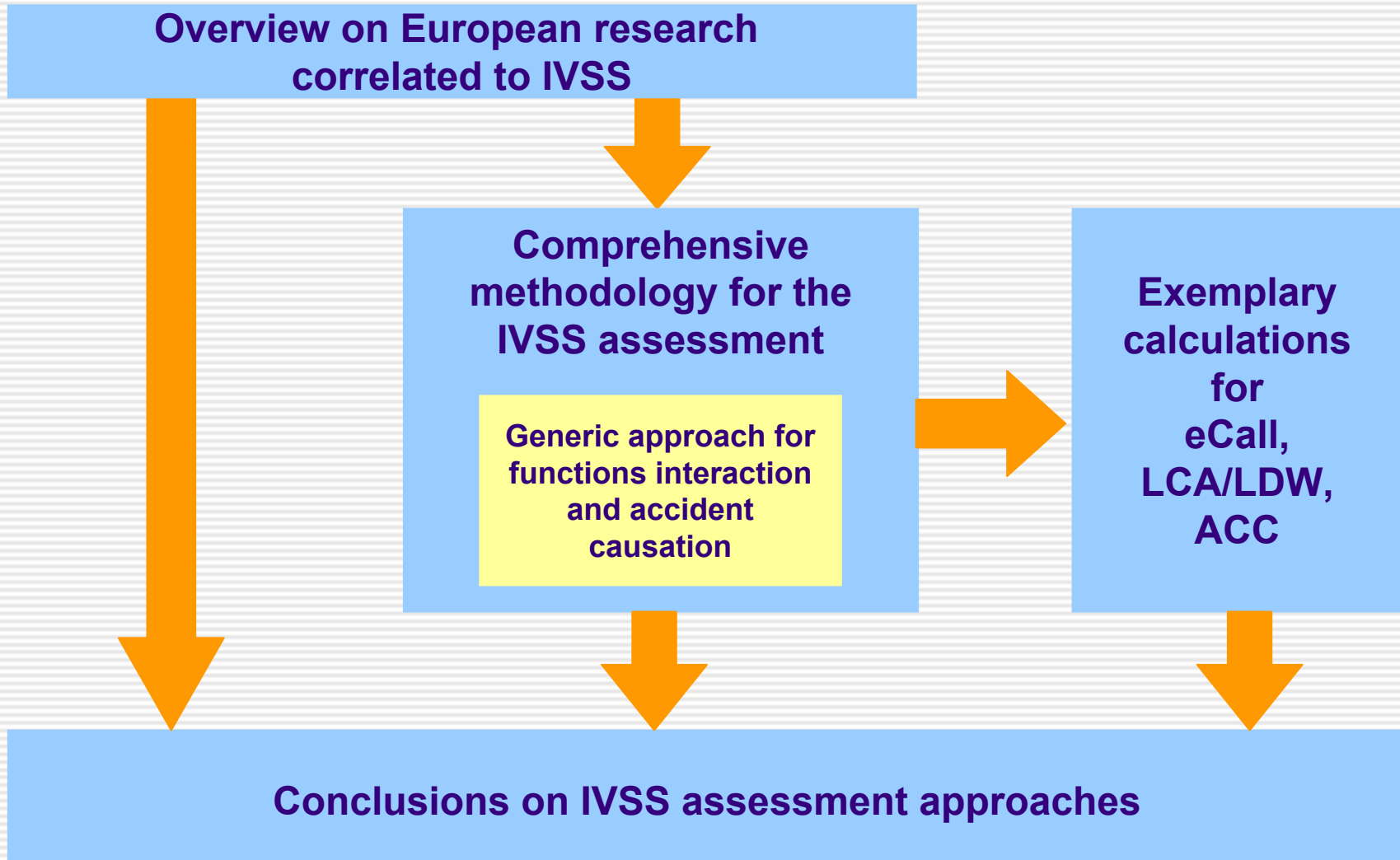
Exploratory Study on the potential socio-economic impact of the introduction of Intelligent Safety Systems in Road Vehicles (07/15/2004 – 01/15/2005)

Socio Economic | mpact
SE | SS
| ntelligent Safety Systems

SEiSS Findings



Socio Economic Impact
SEiSS
Intelligent Safety Systems



SEiSS Conclusions

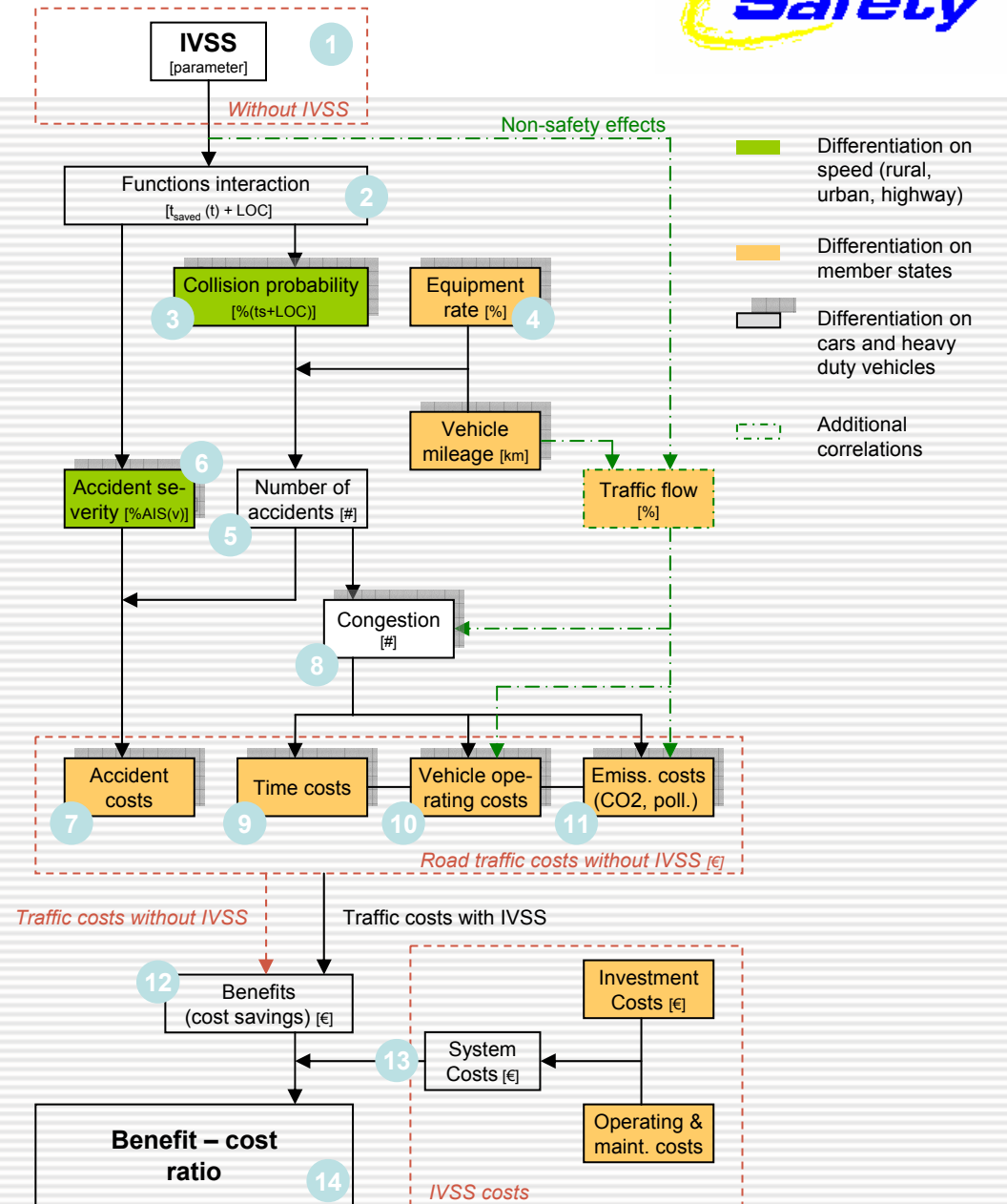


**The assessment of the socio-economic impact of IVSS
can be done
on the basis of a comprehensive and transparent methodology**

Further challenges are:

- **Harmonisation of IVSS definitions and input parameters**
- **Further improvement of databases (EU 25, standardisation)**
- **R&D for accident causation, interface to socio-economic assessment**
- **Improvement of information exchange across professional communities**
- **Awareness of different stakeholder interests (EC, member states, OEMs, suppliers, insurance companies etc.)**
- **Dissemination and outreach to be based on common understanding**

SEiSS Methodology



New elements:

- (1) System interaction
- (2) Generic accident causation analysis
- (3) Integration of market deployment and traffic development

Benefit-Cost Estimations based on SEiSS Methodology for selected IVSS



Socio Economic Impact
SE iSS
Intelligent Safety Systems

IVSS	Sub-Cases	Estimated Effects in Mill. € per Year		
		Total Benefits	System Costs	Benefit-Cost Ratio
eCall	Low Impact – High Costs	5,870	4,550	1.3
	High Impact – Low Costs	25,900	3,030	8.5
ACC	2010	490	540	0.9
	2020	990	840	1.2
LDW/LCA	2010	173	86	2.0
	2020	1,530	730	2.1