

The Future of Automotive Safety: Delivering a Safer Tomorrow Through Technology and Design

"The number of people killed or seriously injured on the roads in Great Britain has fallen significantly in recent years but clearly there is no acceptable level and we need to continue working to make our roads safer."

— Jim Fitzpatrick MP, Road Safety Minister, Department for Transport, November 2007

Event Details

Title: **The Future of Automotive Safety: Delivering a Safer Tomorrow Through Technology and Design**

Date: Wednesday 14th May 2008

Time: 10:15am — 3:30pm (followed by drinks reception)

Venue: The Institution of Mechanical Engineers, London

Organiser

Automotive World is a leading provider of news, information, analysis and research for the UK and global automotive industry.

We run a series of conferences and briefings aimed at providing stakeholders, legislators, local policymakers and industry analysts with a forum for policy discussion, debate and networking.

Speakers

- **Michiel Van Ratingen**, Secretary General, Euro NCAP
- **Professor Benjamin Heydecker**, Head of Centre for Transport Studies, University College London
- **James Bradford**, Engineering Manager, Euro RAP
- **Nick Ford**, Senior Consultant, Frost & Sullivan – Automotive Transport Practice

Overview

Each year, more than 40,000 lives in the European Union are lost to road accidents, becoming the main cause of death for those less than 45 years of age. Prompted by EU regulatory authorities, with the introduction of EuroNCAP and White Paper directive of 2001, Automakers have become driving forces for the advancement of safety in the industry and have dramatically increased spending towards the research and development for new automotive safety technologies, creating a projected industry turnover of over €23 billion by 2015. Driver systems have grown dramatically from the traditional braking system, to highly advanced driver assistance systems and vehicle-to-vehicle safety exchange. Driver safety has also become a baseline criterion for a vehicle's design and production, making systematic safety development more important than ever. In turn, what became standard in a growing industry has become the source of a competitive advantage.

This Automotive World Briefing will provide a timely opportunity for automotive industry stakeholders and policymakers to gain a valuable insight into current and future advances within vehicle technology, policy formation and road design for creating a seamless future for intelligent transport. This special session will offer participants, including OEMs, policymakers, engineers and researchers, a valuable networking opportunity to collaborate and debate the framework development of future automotive safety advancement. Such collaborative thinking is invaluable in an increasingly competitive market, where OEMs and their suppliers are faced with the twin challenges of meeting progressively tougher legislative and regulatory requirements, whilst at the same time responding to more demanding and cost-conscious consumer behaviour.

This special one-day Briefing will take place at the Institution of Mechanical Engineers located in the heart of Westminster, with morning refreshments to be followed by a networking lunch and drinks reception at the end of proceedings.