

## **“Jump-start” for eCall commitment in Europe**

### **Continental Automotive Systems also reaffirms its commitment by signing the eCall MOU**

Geneva/Frankfurt, March 6, 2007. As part of its global Telematics strategy, the Division Automotive Systems of the global automotive supplier Continental AG announced today that it is reaffirming its continued, active involvement in the development of a standards-based emergency call (eCall) system by signing the eCall Memorandum of Understanding (MOU). During The International Telecommunications Union’s (ITU) “Fully Networked Car Event”, which is being held at the Geneva PALEXPO (Conference Center, Hall 1), Continental Automotive Systems also is presenting a paper and an eCall demonstration. The demonstration, which was developed in partnership with Airbiquity, Swissphone and a major international mobile network operator, explores how the companies could use existing technology to improve emergency response times in the event of an accident and help reduce traffic fatalities across Europe.

Dr. Karl-Thomas Neumann, president of Continental Automotive Systems and member of the Executive Board, Continental AG signed the eCall MOU and stated, “Continental believes that eCall is a critical European safety initiative. We are committed to working with ERTICO, the eSafety Aware Initiative and key stakeholders to help harmonize system requirements and develop an eCall solution that best serves the needs of the European market.”

“Continental also is presenting its paper and the jointly developed demo in direct response to the European Commission’s request that urges industry to renew its commitment to eCall,” said Kieran O’Sullivan, senior vice president of the Telematics Business Unit and member of the Continental Automotive Systems Management Board. “We applaud the Commission’s resolve to work with the member states and industry on a roll-out plan. Continental’s collaboration on the demo is sign of its continued involvement in uniting the telematics value chain to help accelerate adoption of eCall by the industry.”

The European Commission's eCall initiative is a pan-European proposal that encourages Member States, Public Safety Access Points (PSAPs), Automobile Manufactures, Mobile Network Operators, Service Providers and Automotive Suppliers to collaborate to develop an in-vehicle automatic crash notification system. These in-vehicle emergency call systems provide a "wireless life-line" to emergency assistance in the critical seconds after a crash occurs. eCall is expected to save an estimated 2,500 lives and help reduce the 41,000 fatalities and 1.7 million injuries that happen on European roadways each year.

The demonstration unveiled today by Continental, Airbiquity, Swissphone and a major international mobile network operator transmits accident information via a regular mobile communication network to an emergency call center, which then alerts police and rescue services to the accident scene. The technology ensures that essential accident data is sent along with the voice connection, which provides injured persons a direct connection to rescue services. Key elements of the demo include:

1. Utilizes existing hardware and software technologies adapted to quickly demonstrate eCall;
2. Closely follows eCall Driving Group's recommendations for eCall implementation;
3. Creates an end-to-end demonstration including Mobile Network Operator (MNO) and Public Safety Access Point (PSAP) interfaces;
4. Allows specific performance criteria to be measured and different technologies to be compared.

In addition, the paper presented highlights the societal benefits of deploying a standards-based eCall system in Europe as well as potential benefits to automakers, including:

1. How automakers can move quickly to cost-effectively implement an approach to eCall with the ability to expand and evolve the system;
2. According to a Eurobarometer study on the citizen's perception of road safety and intelligent vehicle safety systems, European consumers consider eCall as one of the most wanted eSafety systems in the car, and over 62% of the respondents say that they would like to have it in their next car;

Currently, the (E112) e-Call initiative sets forth the mandate that all vehicles introduced in the pan-European region after September 2010 will have the ability to transmit important accident data to authorities to help facilitate an emergency response.

However, efforts to bring eCall to fruition have stalled prompting the European Commission to enact a two-tier approach that includes focusing on enhancing commitment of the Member States by mid-2007 and engaging industry by the end of 2007, to help speed deployment.

Continental Automotive Systems' telematics and hands-free systems are included in more than 12 million cars worldwide and already help immediately route emergency assistance to the scene of accidents in Europe and North America. Continental is committed to the roll-out of eCall across Europe so its telematics systems can help save lives.

The Continental Corporation is a leading automotive supplier of brake systems, chassis components, vehicle electronics, tires and technical elastomers. In 2006 the corporation realized sales of EUR14.9 billion. At present it has a worldwide workforce of around 85,000.

As a worldwide leading technology partner to the automotive industry, the Automotive Systems Division of Continental AG integrates extensive know-how and uncompromising quality in the fields of driving safety, embedded telematics and hands-free communication systems, powertrain and comfort. In 2006 the Division achieved sales of approx. EUR6 billion with a workforce of more than 30,000. Continental Automotive Systems develops and produces electronic and hydraulic brake, stability and chassis control systems, electronic air suspension systems, sensors, engine management and transmission control systems, hybrid drives, cooling fan modules, body and security electronics and also is the industry leader of embedded telematics and communication systems in vehicles.

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