

Implementation Road Maps Workshop Preparatory Group Meeting ACEA 10 March 2008

Participants Vincent Blervaque ERTICO
 Björn Hedlund CLEPA
 Juhani Jääskeläinen EC
 Risto Kulmala VTT
 Wolfgang Reinhardt ACEA

Apologies Jörg Breuer Daimler
 Brian Knibb KGP
 Hans Jürgen Mäurer DEKRA

Time and location

Time and location of the workshop were set to 5 November 2008 at Diamant Congress Centre in Brussels

Topic

After some discussion about the topic, this was agreed to deal with the benefits of the eSafety systems and how those are utilised to accelerate the deployment of the systems. The tentative title is "Safety benefits drive the market". At the Steering Group, this was changed to "**User benefits drive the market**"

For the next year, the proposal from Juhani that it would be "how do the eSafety systems work"

Content of the workshop

The programme should contain the results concerning the actual safety, efficiency, environmental benefits and socio-economic assessments from the projects:

- eIMPACT
- TRACE
- CODIA

In addition, we need to have presentations concerning the use of benefit data in the chain: system manufacturers - OEMs - dealers - end users while also considering the actions by launching customers (big fleet owners) as well as governments and insurance companies deciding on incentives to accelerate the deployment of the beneficial systems.

We need a good keynote presentation on "how do perceived safety or other benefits affect car buyer?". Perhaps a psychologist? This could be accompanied with comments from automobile club and fleet owner. Here the climate change and clean mobility should also be included and not just safety.

Wolfgang sketched a chain of presentations starting from rational benefit of eSafety systems, customer appreciation of them, deployment status, overcoming the gap between rational benefits and customer buying decisions to the means to overcoming the gap by media, salespersons and training, for example. Clubs, marketing, training could be the themes of the break-out sessions

There was some dissatisfaction with the recent break-out session. Last time there was not enough time for any meaningful discussion. The tentative conclusions should be prepared before-hand to provoke an active and meaningful discussion.

An alternative to the break-out sessions could be to take into use a "voting method", where the participants could participate by voting on a number of questions by selecting one of three or four alternatives with specific devices.

We also discussed other means of activating or surprising the audience such as cheerleaders or song.

Responsibilities

Risto: Tentative agenda

Wolfgang: Luc van der B? for keynote speaker

Björn & Wolfgang: Bosch - training as well as Automobile clubs

Juhani: coordinates of the MEP lady?

Next meeting

CLEPA offices on Tuesday 8 April 2008 at 9:00-12:00