

Note of Meeting

eSafety Users Outreach Working Group

ERTICO, Brussels

10th May 2005

Participants

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|-----------------------|----------------------------|
| Johann Grill | FIA Chairman |
| Wolfgang Reinhardt | ACEA, Chair eCall WG |
| Robert Sauter | ADAC |
| Uwe Beutnagel-Buchner | Robert Bosch |
| Alexander Bloch | auto motor und sport |
| Walter Hagleitner | ADAS Management Consulting |
| Jacob Bangsgaard | eScope |
| Juhani Jääskeläinen | European Commission |
| Filip Sergeys | Honda Motor Europe Ltd. |
| Olivier Lenz | FIA |

Apologies

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|--------------------|----------------------------------|
| Valérie Moutal | European Commission |
| Erich Bittner | Robert Bosch |
| Hans Jürgen Mäurer | DEKRA, Co-Chair Road Maps WG |
| Roman Michalek | ÖAMTC |
| J. Martin Rowell | Navteq |
| Tom O'Connor | Commercial Telematics Group Ltd. |

1. Welcome

The Chairman welcomed all participants, in particular Robert Sauter as a new member of the group replacing Karl Obermair who has been appointed to the board of ADAC. The agenda was adopted.

2. Minutes Meeting 23.03.2005

The notes of the meeting of 23rd March 2005 were agreed.

3. Driver Assistance and Safety Assistance Campaigns of Robert Bosch GmbH

Mr Uwe Beutnagel-Buchner reported on the communication strategy on driver assistance systems at Robert Bosch. The objectives are to increase the awareness of dealers (with the support of the OEMs) and consumers. He explained that the trade marketing was done through product training, product brochures and sales arguments, incentive programmes for salesmen and point of sale support. This is enhanced by consumer marketing.

Mr Beutnagel-Buchner gave an overview on the current market situation of adaptive cruise control using examples of Audi and BMW. The public relations include

television reports, publications in ADAC's Motorwelt, driving school information campaigns, a stand at the IAA in Frankfurt and an international press conference.

Mr Walter Hagleitner proposed first to show to drivers what the problems are (e.g. driver fatigue) and then come up with a solution.

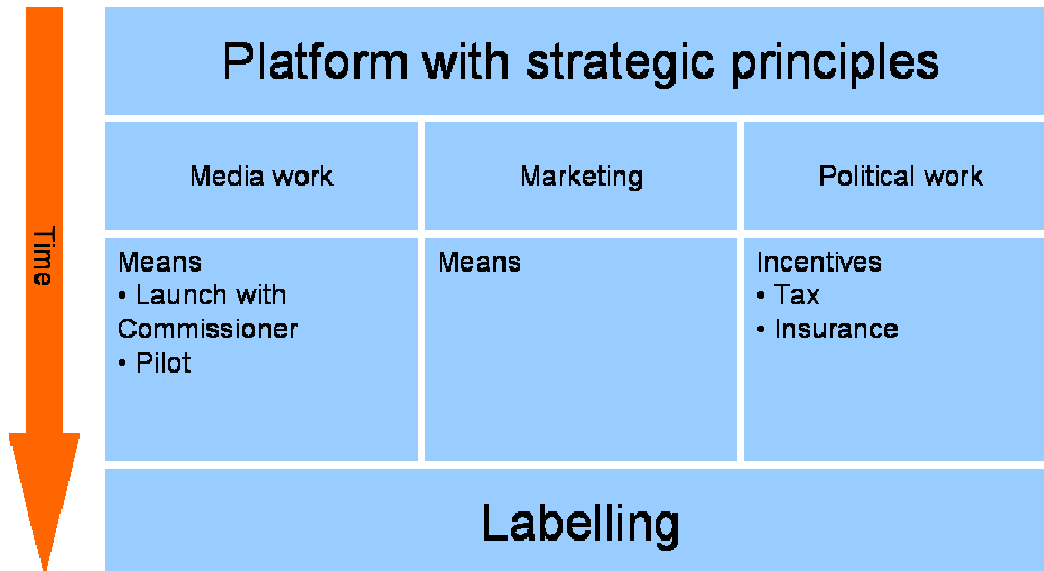
Mr Robert Sauter remarked that very good arguments are needed to these expensive safety systems while the public opinion is talking about 8000 Euro cars. He proposed to gather all the eSafety stakeholders to define a common approach. Mr. Jacob Bangsgaard explained that all eSafety providers had a common stand at the Nagoya motor show.

4. Eurotest

Mr Sauter outlined the mission and the targets of this programme testing infrastructure that could be used as a model for campaigns. Eurotest has a common platform for campaigns targeting media (e.g. logo, website, flyers, brochures, conferences). **Mr. Juhani Jäskeläinen** supported the idea to have a common platform for campaigns.

5. Preparation of contribution to the ITS Congress, Hanover

The Chairman presented an overview of the work of the group up to now. The group looked on one side at a communication model and on the other side to best practices (e.g. campaign of ACI, consumer tests, labels). It was agreed that messages should be simple, that the communication should not be technical and that the campaign model should be based on media, consumer tests and labelling. Incentives (e.g. state, insurers) should be considered.



The Commission will do a Eurobarometer survey on eSafety and the group will invite further car manufacturers to the next meeting and consider the realisation of a consumer test.

Mr. Juhani Jäskeläinen suggested for the draft report to be presented in Hanover to outline first the objective and the task of the group, then to show the different phases of the working process and to show the timeline including the establishment

of the proposed common platform as well as a small pilot campaign that could be carried out by an automobile club. The pilot should be about an existing eSafety device. The provisory priority list of eSafety devices established by the Commission includes following items:

- Vehicle based systems
 - ESP
 - Blind spot monitoring
 - Adaptive head lights
 - Obstacle and collision warning
 - Lane departure warning
- Infrastructure related / based systems
 - eCall
 - External environment information / Extended floated car data
 - Real Time Traffic and Travel Information (RTTI)
 - Dynamic Traffic Management
 - Local danger warning systems
 - Speed alert systems

Mr Bangsgaard distributed an invitation to an eSafety event “Exploiting the Societal Benefits of in-car technology” organised by the Dutch Road Authority in Lelystad, where three eSafety pilot projects will be presented. Mr. Jäaskeläinen proposed to organise an event at the IAA in Frankfort to launch the platform.

6. Organisations to be approached

The Chairman will contact BMW, Mr. Jäaskeläinen will contact D’leteren, Mr. Hagleitner will contact DaimlerChrysler, Audi, Volkswagen and Volvo and ask them to participate to the next meeting to explain their experience in selling safety features.

7. Next Meetings

The next meetings are scheduled on :

| Date | Time | Place | |
|---------------------------------|---------------|---------------------|------------------------------|
| 5 th July 2005 | 14:00 – 17:00 | European Commission | avenue de Beaulieu, Brussels |
| 20 th September 2005 | 14:00 – 17:00 | European Commission | avenue de Beaulieu, Brussels |
| 6 th December 2005 | 10:30 – 14:30 | ERTICO | Blue Tower, Brussels |

8. Any Other Business

There was no other business.

The meeting closed at 15.45