

# Note of Meeting

## eSafety Users Outreach Working Group

ERTICO, Brussels

5<sup>th</sup> July 2005

### Participants

|                       |                                  |
|-----------------------|----------------------------------|
| Johann Grill          | FIA Chairman                     |
| Wolfgang Reinhardt    | ACEA, Chair eCall WG             |
| Uwe Beutnagel-Buchner | Robert Bosch                     |
| Erich Bittner         | Robert Bosch                     |
| Hans Jürgen Mäurer    | DEKRA, Co-Chair Road Maps WG     |
| Walter Hagleitner     | ADAS Management Consulting       |
| Juhani Jääskeläinen   | European Commission              |
| Valérie Moutal        | European Commission              |
| Filip Sergeys         | Honda Motor Europe Ltd.          |
| Yiannis Moissidis     | Navteq                           |
| J. Martin Rowell      | Navteq                           |
| Tom O'Connor          | Commercial Telematics Group Ltd. |
| Olivier Lenz          | FIA                              |

### Apologies

|                  |                      |
|------------------|----------------------|
| Robert Sauter    | ADAC                 |
| Roman Michalek   | ÖAMTC                |
| Jacob Bangsgaard | eScope               |
| Alexander Bloch  | auto motor und sport |

### 1. Welcome

The Chairman welcomed all participants. The agenda was adopted.

### 2. Minutes Meeting 10.05.2005

The notes of the meeting of 10<sup>th</sup> May 2005 were agreed.

### 3. Report of eSafety Forum

The Chairman reported about the report that he gave to the eSafety Forum on 2<sup>nd</sup> June in Hanover. He gave a rapid overview of the presentation. One of the main conclusions was to establish a common platform for communication on eSafety in the pre-competitive area.

Mr. Wolfgang Reinhardt reiterated the support of ACEA to the establishment of such a common platform as single campaigns are too expensive for each car manufacturer individually. The common platform should then inform and train car dealers through an integrated package with a single logo and message. The stakeholders should be the automotive suppliers, the car manufacturers, the automobile clubs, the European Union, etc. Everybody needs to contribute

financially. eSafety systems should be launched at a reduced price (limited profit margin) in order to allow a quicker dissemination of the technologies.

**Mr. Juhani Jäaskeläinen** approved the conclusions and expressed the support of the European Commission to the common platform developing a toolbox for campaigns. In order to finance the project he proposed a first move of some stakeholders that would be followed by others.

**The Chairman** proposed that the next step should be to define an ad-hoc working group that should define the stakeholders and the terms of reference of the common platform. The ad-hoc working group will comprise Wolfgang Reinhardt (ACEA), Yiannis Moissidis (Navteq), Juhani Jäaskeläinen (EU), Robert Sauter (ADAC) and Johann Grill (FIA).

The objectives could be:

- How do we make sure that consumers acquire eSafety systems
- Raise awareness of eSafety systems
- Work-out the benefits for the end-user
- Define what eSafety means
- Make end-user comfortable about using eSafety systems
- Inform where the user finds these systems
- Work-out why eSafety is important for the EU

**Mr. Jäaskeläinen** suggested using the next meeting of the ACEA board with the Commission on 30<sup>th</sup> September to present the proposal of the ad-hoc working group (e.g. political statement, commitment). The conclusions should therefore be ready by 20<sup>th</sup> September.

**Mr. Reinhardt** suggested contacting the conceivers of the 7<sup>th</sup> sense to come-up with ideas for the conception of a campaign and its financing.

#### **4. Driver Assistance and Safety Assistance Campaigns of Robert Bosch GmbH**

**Mr Erich Bittner** reported on the communication strategy on driver assistance systems (ACC and ESP) at Robert Bosch GmbH. The objectives are to increase the awareness of dealers (difficult, needs more support of the OEMs) and consumers. He explained that ESP should particularly be addressed towards young people as they more likely to skid. An ESP simulator could be part of the campaign. He showed several promotional films about ESP.

**Mr Beutnagel-Buchner** will distribute the shown information to the group.

#### **5. Eurobarometer**

**Ms. Valérie Moutal** outlined the different tools available to find out more about the users' knowledge: Eurobarometer, Euroflash and quantitative research. A Eurobarometer study will cost between 4 and 500.000 € for the qualitative and the quantitative each. The qualitative survey can be carried out in October. A written briefing will be carried out two weeks beforehand preparing the objectives, the questions and the expected results. The quantitative survey can be carried out in January containing more precise questions about the knowledge of specific technologies. Ms. Moutal will prepare the briefing and send it to the working group for comments.

## 6. Organisations to be approached

**Mr. Walter Hagleitner** has contacted BMW, Volvo and DaimlerChrysler. BMW and Volvo will attend next meeting whereas DaimlerChrysler did not respond. The chairman will contact automobile clubs to see if they could carry out a survey amongst their members.

## 7. Next Meetings

The next meetings are scheduled on:

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

The ad-hoc working group will first meet between the 10<sup>th</sup> and 15<sup>th</sup> August.

## 8. Any Other Business

There was no other business.

The meeting closed at 17.45