

# Note of Meeting

## eSafety Users Outreach Working Group

### FIA European Bureau, Brussels

6<sup>th</sup> February 2006

#### Participants

Johann Grill	FIA Chairman
Robert Sauter	ADAC
Hans Jürgen Mäurer	DEKRA, Co-Chair Road Maps WG
Filip Sergeys	Honda Motor Europe Ltd.
Erich Bittner	Robert Bosch
Wolfgang Reinhardt	ACEA, Chair eCall WG
Walter Hagleitner	ADAS Management Consulting
Juhani Jäaskeläinen	European Commission
Valérie Moutal	European Commission
Daniel Debomy	OPTEM
Jacob Bangsgaard	ERTICO
Daniela Haiduc	ERTICO
Dr. Markus Fach	DaimlerChrysler
Olivier Lenz	FIA

#### Apologies

Uwe Beutnagel-Buchner	Robert Bosch
Stephan Zwerschke	Robert Bosch
Roman Michalek	ÖAMTC
Alexander Bloch	auto motor und sport
Yiannis Moissidis	Navteq
Tom O'Connor	Commercial Telematics Group Ltd.
Dirk Ockel	DaimlerChrysler

#### 1. Welcome

**The Chairman** welcomed all participants and in particular Dr. Markus Fach from DaimlerChrysler. Mr Grill gave a short summary of the work of the eSafety User Outreach Working Group and its results. The agenda was adopted.

#### 2. Minutes Meeting 06.12.2005

The notes mentioned that the 7<sup>th</sup> FTP will make money available for the Car Flagship initiative. **Mr Juhani Jäaskeläinen** stressed that the call for the 7<sup>th</sup> FTP has not been published yet and that there is no decision to make money available for the Car Flagship initiative yet.

The results from the Euro NCAP study on consumer car buying motivations are not yet available. The results of the Humanist study will be distributed as soon as possible.

**Ms Valérie Moutal** had two meetings to discuss the content of the Eurobarometer survey. The draft discussion guide had been distributed to all prior the meeting.

The notes of the meeting of 6<sup>th</sup> December 2005 were agreed.

### 3. Eurobarometer

**Mr Daniel Debomy** explained the proposal for the discussion guide (see annex) that had been distributed to all prior the meeting for the first of the two Eurobarometer surveys. He outlined the objective of the quantitative study that will be carried out in February-March by OPTEM in six Member States (Germany, Italy, France, Poland, Finland, UK) as group interviews. There will be two group interviews per country. The title of the study will be changed but will not refer to safety. The interviewees should be asked about the exact version denomination of their car so that answers about the safety equipment of their car can be checked. The systems to be named and described are ABS, ESP, blind spot monitoring, adaptive headlights, obstacle collision warning, lane departure warning, eCall, RTTI, local danger warning, speed alert, driver condition monitoring. **Mr Reinhardt** suggested clustering them according to driving situations. He also suggested letting the device inform by the mean of a statistic the driver about the number of its interventions.

**Ms Moutal** recalled the three objectives of the qualitative study:

- Find out about the knowledge on active safety
- Use this information to develop the campaigning concept
- Prepare the quantitative survey

The participants will send the local denominations for the systems ABS, ESP, blind spot monitoring, adaptive headlights, obstacle collision warning, lane departure warning, eCall, RTTI, local danger warning, speed alert, driver condition monitoring in the six Member States (Germany, Italy, France, Poland, Finland, UK) to Ms Moutal by Friday, 10.02.

### 4. Euro NCAP

**Mr Grill** has contacted Mr Claes Tingvall and sent the eSafety Communication Platform draft, after having approached Mr Adrian Hobbs on several occasions. Mr Grill explained that he had not received a positive answer from either of them. Mr Grill proposed to approach the Steering Group.

**Mr Jäaskeläinen** proposed that the Commission to contact Mr Tingvall. Mr Grill will call Mr Tingvall this evening and propose to him to meet him in Stockholm. Mr Jäaskeläinen recalled that the eSafety Communication Platform should go ahead with or without the collaboration of Euro NCAP.

### 5. ESP campaign

**Mr Bittner** outlined the ESP campaign elements as run by Robert Bosch including trainings, events, CD material, car dealers training, simulators, the <http://www.esperience.com> website. Ms Moutal informed that DG InfoSoc will present eSafety activities on Robert Schuman day on the 6<sup>th</sup> of May and will send information to the User Outreach WG members.

**Mr Reinhardt** explained that ACEA cannot offer much support as some of its members widely offer ESP and are not interested to contribute to non-competitive

promotion while other members do not widely offer ESP and are not interested to contribute to non-competitive promotion as it would increase the pressure for them to offer it. **Ms Moutal** asked ACEA to relay information and proposed to contact the car manufacturers individually. **Mr Jäskeläinen** invited all participants to come to the iCar launch event on 23.02 at Autoworld. **Mr Bittner** offered to provide material used for ESP campaigns run by Robert Bosch.

**Mr Jacob Bangsgaard** proposed that eSafetySupport will work on an ESP campaign, set-up a budget and contact potential partners.

## 6. Report

**Mr Lenz** outlined the draft for the summary, the table of content and the recommendations sent prior to the meeting. **Mr Reinhardt** said that he had sent his comments to Mr Lenz. **Mr Hagleitner** suggested to name all the stakeholders in the report and to include after-market products to the report. **Mr Lenz** asked the participants to send him any further comments until 15.02.

**Ms Moutal** explained that the results of the Eurobarometer study will be ready in September and include a methodology description of both studies and recommendations.

## 7. Next Meetings

The next meeting is scheduled on:

Date	Time	Place	
24 <sup>th</sup> April 2006	13:30 – 17:30	FIA European Bureau	rue d'Arlon 53, Brussels

The next meeting will discuss the possibility of cooperation with Euro NCAP, the content of the qualitative study, the WG report, the next steps of the Common Media Platform, its champion and stakeholders as well as its budget.

The meeting closed at 17.00

Annex: QUALITATIVE STUDY « TELEMATICS FOR TRAFFIC » DRAFT  
DISCUSSION GUIDE (06.02.2006)



74, chemin de la Ferme des Bois  
78950 GAMBAIS

**QUALITATIVE STUDY  
« TELEMATICS FOR TRAFFIC »**

**DRAFT DISCUSSION GUIDE  
(06.02.2006)**

**INTRODUCTION**

Hello, I am ....., from ....., the research agency in charge of the study which brings us here together today.

Before we actually begin our discussion, may I ask each of you to introduce him/herself with a few words : who you are, where you live, if you live alone or together with someone else, if you have children and how old they are, and finally what you do for living and/or what your spouse/partner does if applicable.

**THEME I**

I.1 The first topic I would like to discuss is car usage. Could each of you please tell me how he/she uses his/her own car(s), i.e. how frequently, which kinds of trips, where, and how many kilometres per year you cover, etc.

I.2 Could you tell me about your feelings when driving, i.e. do you find it something pleasant to do, or on the contrary unpleasant or worrying – if so what particularly worries you when driving your car ?

## **THEME II**

II.1 Let us now think back to the time when you decided to buy the car(s) that you are now owning.

Could each of you first tell me which car model(s) he/she now owns, when that car was bought and if it was bought new or second hand, and which were the main reasons why you decided to buy that car rather than another model.

II.2 Let us now discuss several factors that may play a role when deciding to buy a car : how important is each one, and how exactly does it play a role in selecting the model you eventually buy?

Probe : importance and role of the following factors :

- Performance
- Design/aesthetics
- Capacity/space
- Comfort
- Safety
- Durability/robustness
- Fuel consumption
- Level of equipment/options
- Reputation of the brand
- (Any other important factor)

### **THEME III**

III.1 Safety is one of the factors I would like to discuss further.

Overall, how safe do you feel when you drive ? Have you ever felt particularly unsafe, in what circumstances – please tell me what made you feel particularly unsafe then.

III.2 One hears a lot these days about improving driving safety.

What, in your opinion, could contribute the most to improving safety?

### **THEME IV**

IV.1 There are several factors involved in improving safety – including safety devices and systems installed in the car itself. Which devices and systems have you heard about ? How do they work ?

IV.2 We often hear the phrases “passive safety” and “active safety”, what does this mean to you?

IV.3 Thinking of you own car(s), which active safety devices and systems does it/do they have ?

When you bought your car(s), how much information did you obtain on these ? From whom/which sources ? And how important was it in you decision to buy that model rather than another model ?

IV.4 Thinking of your next car purchase(s), how important are such safety devices and systems likely to be in your decision – both existing systems and new systems that could be offered on the market in the next few years ?

## **THEME V**

V.1 I am going to present to you a number of car safety systems that already exist or are likely to be developed shortly.

We are going to discuss each of them, in the following terms :

- What you know about this system already
- What you understand about it and the way it works
- How interesting/useful you feel it would be to have it on your next car(s)

V.2 When we buy a car, we obviously have many factors in mind. Ideally, we would like our car to have absolutely everything in it, but the actual decision is a matter of compromise between different desirable options.

Going back to the different safety systems we have been discussing, assuming they are all available on an optional basis, please tell me :

- Which ones you would really like to have – i.e. you would be ready to sacrifice other (non-safety related) features to have them
- Which ones you might also wish to have, yet without having to make sacrifices on other features
- Which one you would not really bother about, and why ?

## **THEME VI**

VI.1 Where would you be likely to try and obtain information and advice regarding those car safety systems – any sources that you may think of. Why these sources, what makes you feel they are useful and reliable information sources ?

VI.2 Lastly, which incentives would be likely to encourage you to consider having such safety systems installed in your next car(s) ? Who – which kinds of organisations could initiate and promote these incentives ? What should they be like to make you actually decide to have these systems installed in your car(s)?