The importance of Intelligent Speed Assistance (ISA) for road safety in cities and regions

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Side event: From data to policy

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25,300 people died in road traffic in the EU28 in 2017
135,000* seriously injured in road traffic in the EU in 2014

*Estimation for the European Commission based on seriously injured as $MAIS3+$
EU VEHICLE SAFETY STANDARDS

• Figures would have been significantly higher without vehicle safety measures already taken by the EU

• Vehicle safety standards: exclusive competence (Article 114 of the EU Treaty)

• Last revision of the EU common vehicle safety rules in 2009 with the General Safety Regulation 661/2009 and Pedestrian Protection Regulation 78/2009

• On 17 May 2018, the European Commission proposed to make 15 new vehicle safety measures mandatory, ISA is one of them

15 measures considered for EU legislation

- Overridable assisting ISA on all new vehicles default ON
- Standard interface to allow (if needed) fitment of Alcohol interlocks
- Autonomous Emergency Braking (AEB)
- Improved pedestrian protection offered by cars (crash test)
- Improved direct vision to allow truck drivers to see pedestrians and cyclists
- Event Data Recorders (EDR)

• ....
INTELLIGENT SPEED ASSISTANCE

WHAT IS INTELLIGENT SPEED ASSISTANCE?

1. Car receives position information via GPS and current speed limit from a digital map. Can also be combined with video camera sign recognition.

2. Speed limit is displayed on the dashboard.

3. Car helps driver not to speed when speed limit is reached.

Driver can override system by pushing harder on accelerator.

ETSC movie ‘Fit Safety as Standard’
https://www.youtube.com/watch?v=SoZLrZTnUGs&t=26s
INTELLIGENT SPEED ASSISTANCE

ISA COULD CUT **C Collisions** BY 30% AND **Deaths** BY 20% 

Cars fitted with ISA could **reduce CO2 emissions by 8%**

EuroNCAP awards extra points to cars fitted with ISA

78% of road users 64% of car drivers say they support in-vehicle speed limiters (SATRE 2012)

+ ISA helps drivers avoid speeding tickets!
In depth cost-effectiveness analysis of the identified measures and features regarding the way forward for EU vehicle safety

Cost-effectiveness analysis of Policy Options for the mandatory implementation of different sets of vehicle safety measures – Review of the General Safety and Pedestrian Safety Regulations

Technical Annex to GSR2 report SI2.733025
ISA:

- Considered mature
- Encouraging walking and cycling
- Traffic calming effect
- Reductions in insurance costs
- Share same camera with Automated Emergency Braking (AEB) and Lane Keeping Assistance (LKA)

- Would cost ≈ 50-60€ per vehicle.
  → Cost benefit ratio > 1
ALREADY AVAILABLE IN CARS
Ford S-Max, Galaxy, Volvo XC90, Citroen C3…
All new London busses fitted with ISA

Mayor of London set out a 'Vision Zero' approach: no one to be killed in or by a London bus by 2030.

→ Bus Safety Programme: all new buses have to be fitted with mandatory ISA as from 2018!

- TfL provides the Digital Speed Limit Map
- TfL buy~700 buses /year. The whole fleet of 9000 buses will be renewed in 10 years.
Paving the way for autonomous cars

• ISA is the building block for future autonomous driving. Respecting speed limits is a pre-requisite for vehicle automation.

• Semi-automated systems are already available and approved for use and have the potential to save many lives today.

Fitting #SafetyAsStandard as soon as possible
CONCLUSIONS

- Buy or procure fleets fitted with ISA today
- Ask your government, your MEPs and your MPs to support the European Commission proposal published on 17 May 2018 in the Council and in the European Parliament
- Share our film https://etsc.eu/intelligent-speed-assistance-isa/
- Share our briefing https://etsc.eu/briefing-intelligent-speed-assistance-isa/