Final Conference

eIMPACT

Summary

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Main Messages I

- All systems show great safety potential

![Bar chart showing potential reduction of fatalities (100% penetration rate) and reduction of fatalities in 2020 (high penetration rate).]
Main Messages II

- In general safety systems have no negative effect on traffic flow at the penetration rates examined
  - Positive indirect effects
  - Safety benefits compose approximately 95% of all benefits

- Regarding the IVSS and the vision of “zero fatalities” there is no ‘either / or’ but ‘and’

- Several IVSS are more easily deployed than others, other IVSS have a long realization horizon
Main Messages III

• Clear majority of the IVSS investigated is distinctly profitable from a society point of view
  – Systems with BCR <1 should not be discarded
    • e.g. not efficient under current estimated conditions

• Stakeholder Analysis
  – Break-even results are determined by the kilometres per year
  – Mature systems and systems with low market prices perform better in Break-even analysis
  – There are considerable wider economic impacts (e.g. employment effects, tax revenues)
Main Messages IV

- There is a wide variety of deployment instruments available to stakeholders
  - Each stakeholder has a limited set of instruments to deploy
  - Large difference between the instruments perceived to be most effective, and those most often deployed by stakeholders

- Process for forming multi-stakeholder deployment strategy developed and empirically tested

- Deployment strategy involves key stakeholders, making use of their most viable instruments in a logical combination
Main Messages V

- Methodology used in eIMPACT:
  - Methodology is complete and exhaustive
  - Helps for future systems as well as systems already on the market
    - shows the potential value of systems in development
Way forward

- The achievable reduction in fatalities depends on the penetration rates.
- The penetration rates depend on pricing, dissemination, legislation, homologation, and standardization.
- Legislation, homologation and standardization need EC support.
- To accelerate deployment of IVSS, bring together all relevant stakeholders in appropriate forums.
Basic conditions for IVSS introduction

• The customer needs to understand the benefits of IVSS
  – The customer first must be aware
  – Only then can the customer judge if the (price/benefit) ratio is attractive to the customer

• Sequence of introduction has to fit into stakeholder strategies, e.g.,
  – Car manufacturers’ product philosophy
  – Road authorities’ priorities (environment, safety, throughput)

• System introduction will follow maturation of technologies
  – Systems will be bundled because of cost reasons, if they use the same components
  – Safety systems follow comfort systems e.g. ACC – Emergency Brake
Recommendations for the EC

• Safety and BCR are extremely sensitive to accident trend, thus future analyses can be improved by:
  – Continued efforts toward a unified EU general accident database (including harmonized definitions of injuries,…)
  – To take potentials of new safety systems into account in the EU road safety prognoses

• Field Operational Tests can provide empirical driver behavior, attitudes, risk, exposure and cost data needed for evidence, improved assessments and systems
Future Research Needs and “lessons learned”

• Single system analysis → future combinations of systems
  – Which combinations?
  – What is the business case? (related to deployment strategies)

• CBA of deployment strategies should be considered
  – What are efficient marketing and deployment strategies
    (awareness raising, promotion and deployment)

• eIMPACT consortium composed of the “right” partners
  – excellent cooperation in system specification, consistency checks, integration of results and way forward
  – multi-stakeholder approach effective & highly recommended for future endeavors
For further information: www.eimpact.eu

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Deliverable 10:
Final Report and Integration of Results and Perspectives for market introduction of IVSS