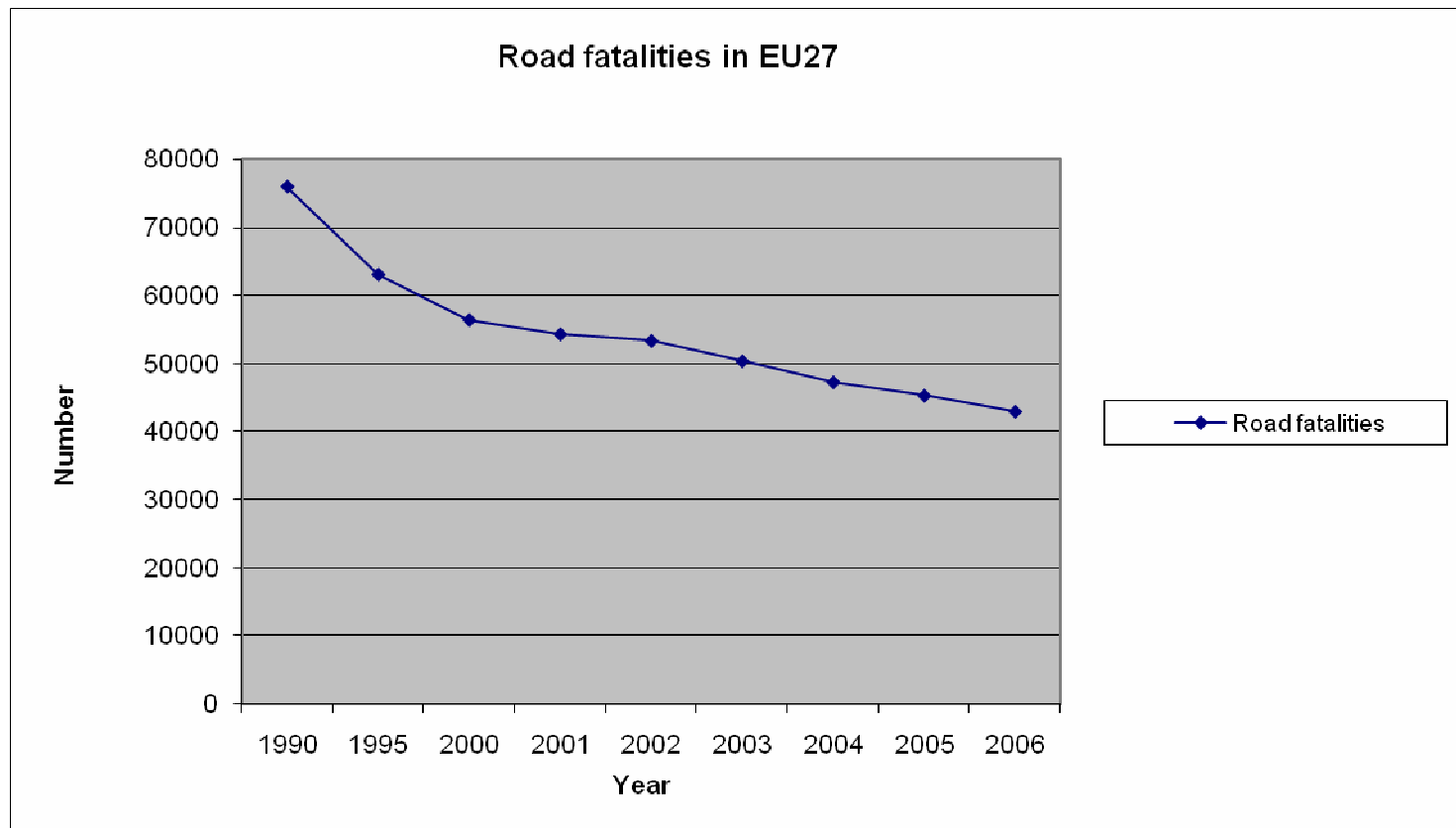


ChooseESC! Symposium, 1 July 2008

- Hermann Meyer

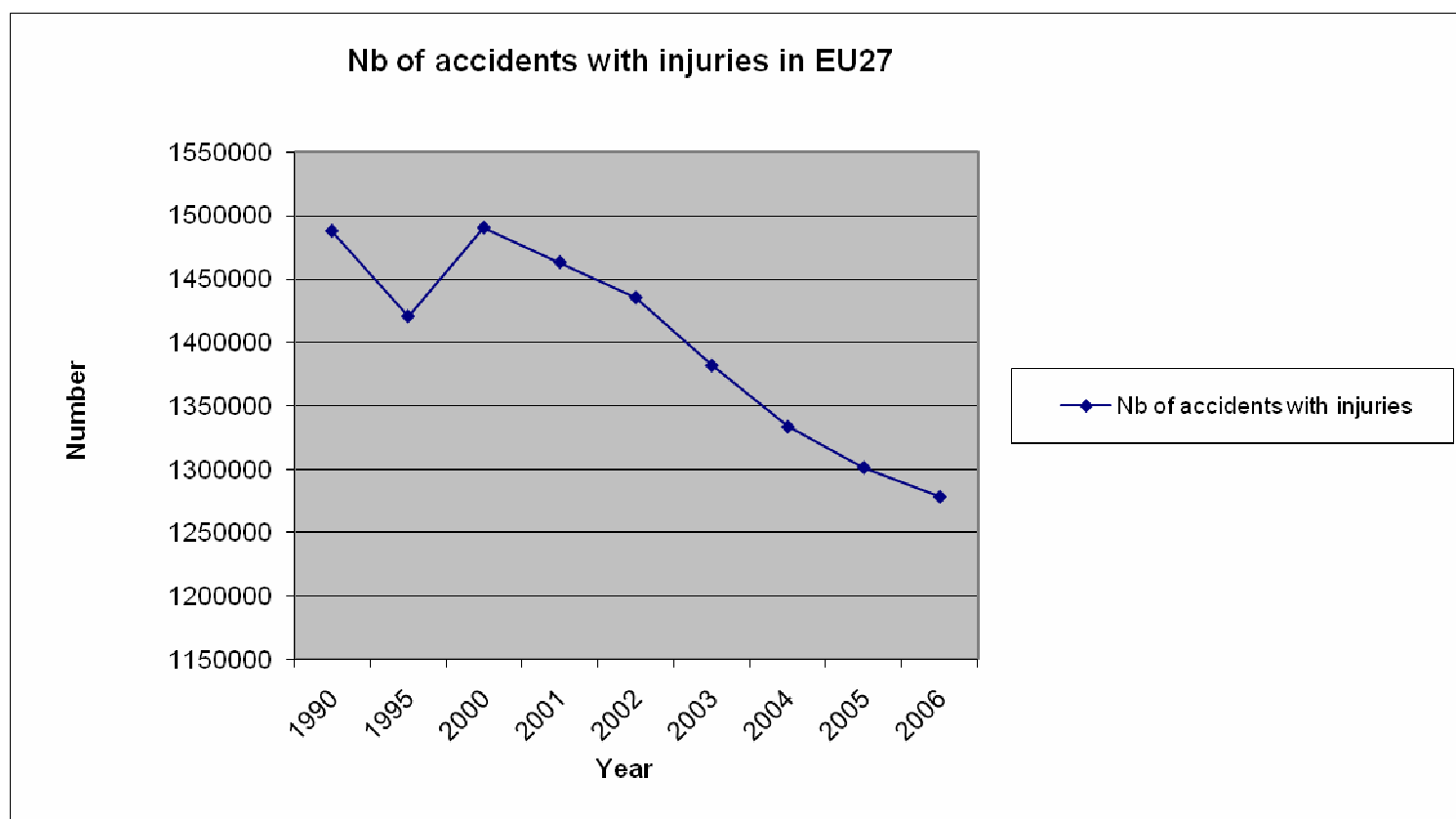


Development of number of road fatalities, 1990 to 2006



Source: CARE

Development of number of accidents with injuries, 1990 to 2006



Source: CARE

ERTICO - ITS Europe: Promoting Intelligent Transport Systems & Services

Road fatalities:

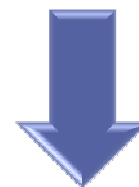
1990: 75997 people

2006: 42953 people

%-reduction of 44%



Need to focus political and business attention on reducing **fatalities and accidents** using **all available tools**.



Road accidents with injuries:

1990: 1487600 people

2006: 1278400 people

%-reduction of 14%

ESC saves lives **and** reduces accidents.

Tools to increase the safety of road vehicles

Passive

Airbags
Side impact bars
...

Active

ESC
ABS
Emergency braking
...

Preventive

Adaptive cruise control
Lane departure warning
...

Anticipative

Real time traffic information
Car to car communication
Car to infrastructure communication
...

Market based approach

Incentives, Awards, Information

