

The effectiveness of ESC

Claes Tingvall

Chairman of Euro NCAP

Professor and Director of Traffic Safety

Swedish Road Administration

Presentation prepared in cooperation with Anders Lie, SRA

The driving process



Initial expectations of ESC

- **ABS just gave minor reductions, if any**
- **ESC was expected to give similar results among researchers**

Research methods

- Finding out how many crashes that did not happen because of a technology is simple
- Mainly two methods used to estimate effectiveness of ESC
- Most powerful is the "induced exposure" technique
- ESC sensitive and not sensitive crashes for cars with and without ESC compared

Scientific studies

- **First study presented in June 2003**
- **Since then 10 scientific studies published**
- **Germany**
- **France**
- **Sweden**
- **US**
- **Japan**
- **UK**

Results

- **All Scientific studies show positive results**
- **Fatalities reduced by 30% (US studies)**
- **Fatalities with SUV higher reduction (60%)**
- **Higher reductions on wet or icy roads (50% on serious injuries)**
- **Positive results for all sizes of cars**
- **Long term results show same trend**

Calculations of overall effects

- **Up to 10 000 fewer deaths in the US**
- **Could save at least 5 000 lives in EU countries each year**
- **Second most effective vehicle safety system (after seat belts)**

Market penetration in Sweden

- **15% of the new car sales had ESC in May 2003**
- **93% of the new car sales had ESC in March 2007**
- **This is the fastest penetration of a new technology ever**

Summary

- **We have discovered one of the most promising safety technologies ever**
- **The market penetration can go fast, if stimulated**
- **We can expect at least 5 000 lives saved in the EU member states each year when all cars have ESC fitted**

FOR SAFER CARS

EURO NCAP

www.euroncap.com

