



eSafety AWARE Launch Event
"Choose ESC!",
Rome, 08 May 2007

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ESC - part of an Integrated Approach

- ❑ Good tires, correctly inflated, are important safety elements
- ❑ Tires also play an important role in ESC

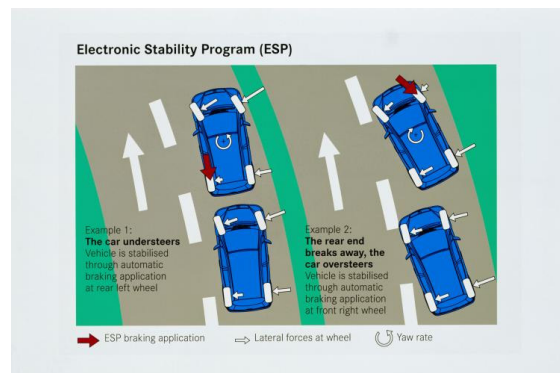


- ❑ Safety is the responsibility of many different stakeholders leading to the need for an **integrated approach**



ESC – a key road safety innovation

- ❑ Some stakeholders have titled ESC “**the greatest road safety innovation since the safety belt**”
 - ... but ESC penetration is still rather low
 - Good potential to become standard
 - ESC is always on when the engine starts, driver stays in full control and can switch the system off
- ❑ **ESC is an active safety measure** as it helps to prevent accidents in critical situations.





Benefits of ESC

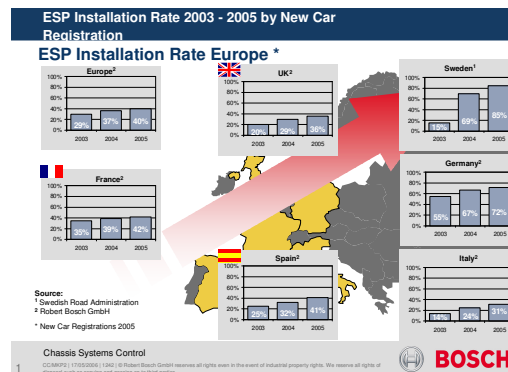
- ❑ **30-40% of single car crashes could be avoided** when **all vehicles** have the system installed
- ❑ In addition to **life saving and injury mitigation** ESC fitment could potentially contribute to **reduce damage costs.**
- ❑ Need to reach an understanding on the accident scenarios where ESC is effective and where it is not
 - ESC cannot defy the laws of physics when the vehicle is moving too fast for the road surface conditions





Where are we today?

- ❑ The **situation in Europe today is highly fragmented**
 - Equipment rates for new vehicles **ranging from below 30%** (Greece) to **over 85%** (Sweden). Italy had 31%, UK 36% (2005 data).
- ❑ **To bring UK or Italy to the level of Sweden means to save more than 400 lives and more than 3.000 serious injuries annually**





Where are we today?

- ❑ Higher end vehicles have **ESC as a standard**, for the average and smaller car ESC is mainly offered as an **option**
- ❑ Most of the ACEA members today provide these opportunities for their whole product portfolio
- ❑ .. regarding our objective to increase the average equipment rate from 40% in 2005 to 50% in 2010, **we are on track.**
 - CARS21 initiative and Road Safety Charter underline the ACEA commitment to increase the equipment rate of ESC.



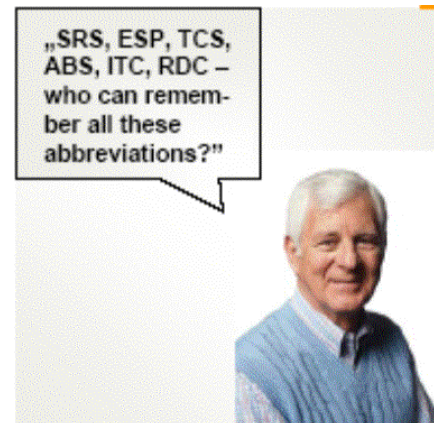
Barriers for doing even better

- ❑ **Price** of the system?
 - People spend more money on many other things rather than on safety items.
 - **In a market driven approach the lack of a common ESC standard is not and will not be a future roadblock to the increasing offer of ESC on new vehicles**
- ❑ **Law**
 - **st** roadblock to the increasing offer of ESC on new vehicles
 - rule exists worldwide to define an ESC system and its performance.
 - **The absence of such a rule, however, did not prevent so far the increase in vehicle fitted with ESC**



Create Customer awareness is key

- ❑ **Key issue is the lack of knowledge about the benefits of ESC**
- ❑ ACEAs support is expressed in participated in the **user outreach activity** and **joining the eSafety Communication Platform** and subsequently the eSafety AWARE Campaign
- ❑ ... but this **event today** can **only be a starting point** for a Europe-wide awareness campaigns for ESC.





What is the best way forward?

- ❑ **ESC needs to be experienced, practiced, seen, and compared**
 - **Video spots** shown on **TV**, on the **Internet** or in **movie theaters**
 - **Road shows** organized by **national automobile clubs, insurance companies** and **public authorities**
 - **Broadcast and TV stations under public law** to broadcast ESC spots at prime viewing times
 - **Involvement of driving schools**





Thanks for your attention

- ❑ Safety is **not just something the vehicle manufacturers are responsible for**, especially when about 95% of all accidents are due to pure drivers misjudgments and mistakes.
- ❑ ESC is only **one part of road safety** – even though an important one
- ❑ **The automotive industry will take their part, but the other stakeholders should also take theirs**