

Final Conference

eIMPACT

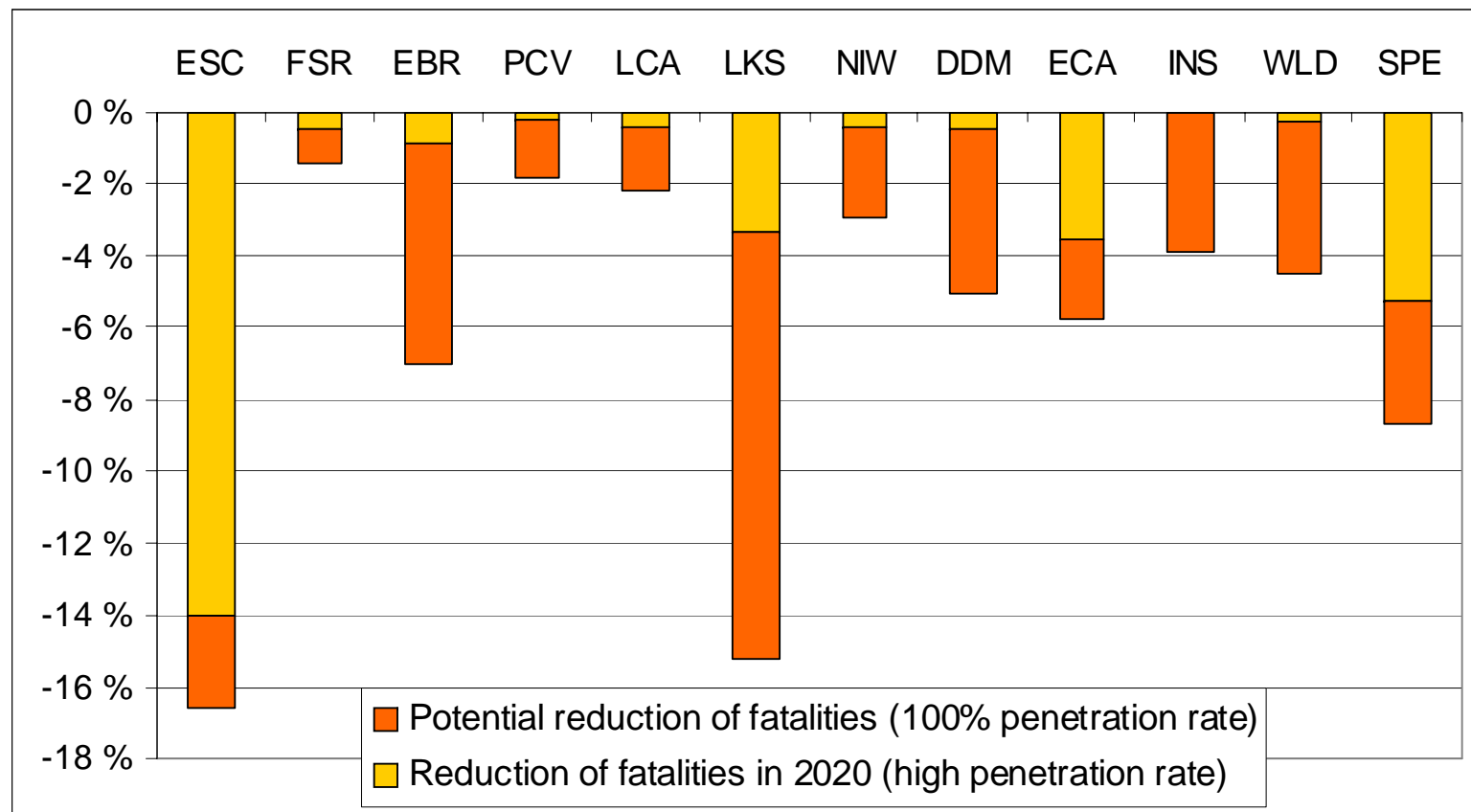
Summary

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Main Messages I

- All systems show great safety potential



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)

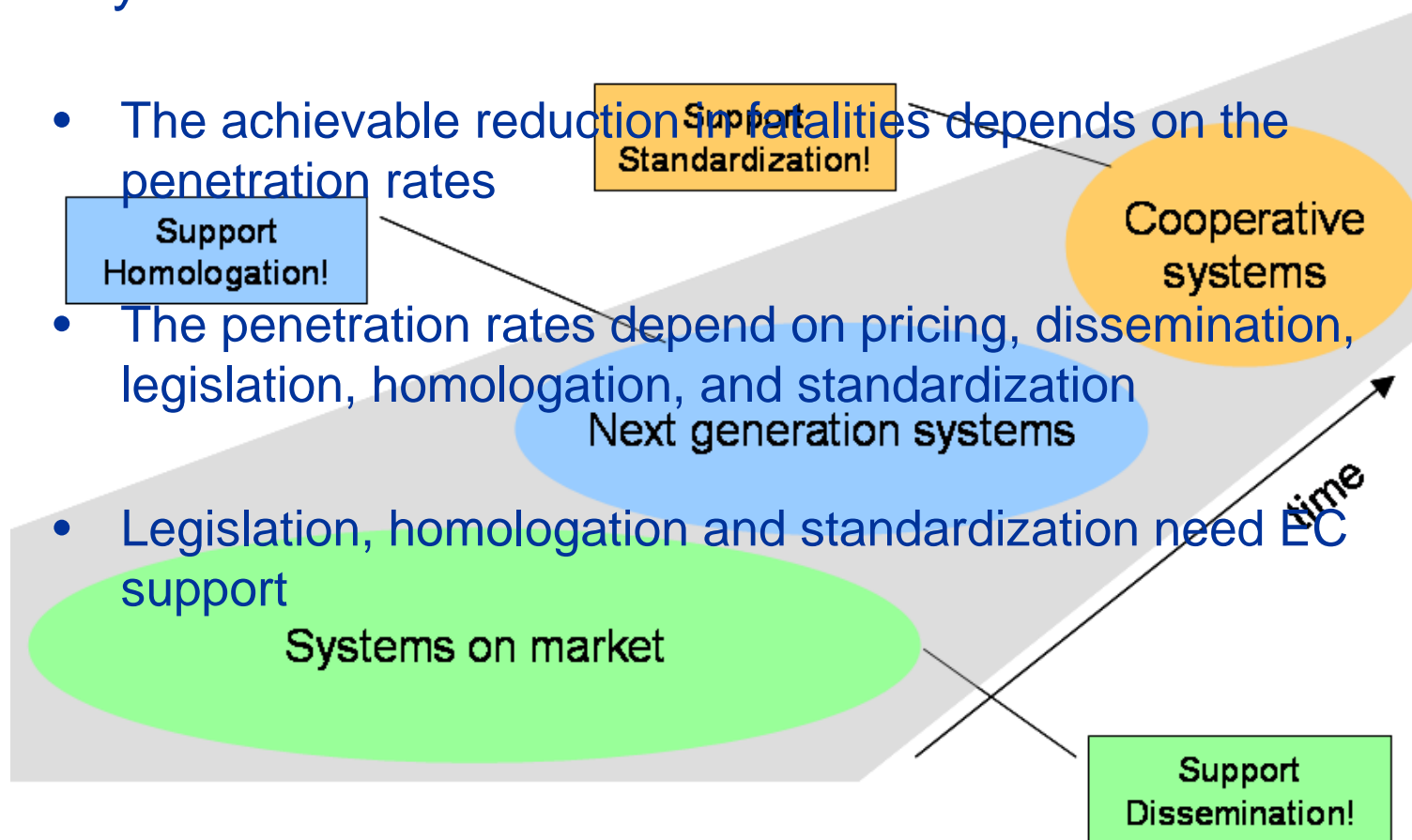
Main Messages IV

- 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**