

Vulnerable road user Organisations In Cooperation across Europe

A Europe-wide campaign to protect vulnerable road users

Secretariat: ETSC, rue du Cornet 22, B-1040 Brussels. Tel. + 32 (0)2 230 4106



10th April 2006



Subject: i2010 – the Intelligent car initiative



Dear Commissioner Reding,



We are writing to you in connection with your recent flagship initiative of the i2010 strategy: the Intelligent Car. VOICE welcomes the personal commitment you have demonstrated in this initiative and the central role you have sought for road safety within the i2010 strategy as result.



Nevertheless, we have some concerns that true safety priorities are not reflected in the initiative, and that a weakness of the action will thus be a continued absence of the most promising technologies to secure real road safety benefits. Of greatest concern is the lack of attention being paid to the three main areas of road danger: speed, drink driving, and seat belt use. For Vulnerable road users the greatest priority is the management of speed using intelligent speed adaptation – ISA.



We are aware that there are numerous automotive interests opposed to the development and deployment of this type of technology. Notwithstanding this hostility, particularly from the industry associations, there are manufacturers which genuinely wish to explore the benefits that an advisory ISA can provide. Indeed, the industry already cooperates within the "Speed Alert" programme supporting future applications of ISA.



Moreover, this technology has been proven in the field and offers real safety benefits, as well as improving fuel efficiency and thus lowering environmental impacts. It has been extensively trialled in many Member States, often with Commission funding. Furthermore, the aims of the Intelligent car initiative include:



- "Coordinating and supporting the work of the relevant stakeholders, the citizens, the Member States and the Industry"
- "creating awareness of ICT-based solutions to stimulate users' demand for these systems and create socio-economic acceptance"



We believe that these roles would be greatly served by the addition of an element of the initiative that particularly focused on speed management utilising ISA technologies. We are therefore writing to you to ask how you intend to extend your personal commitment to eSafety by ensuring inclusion of ISA technologies in the i2010 Intelligent car initiative. We would welcome the opportunity to meet to discuss the practicalities of how this may be achieved at your convenience.

We look to you to provide the leadership necessary to ensure that your Intelligent Car initiative sets the most important safety priorities and helps deliver a European road transport system that protects all road users, including the most vulnerable.

We look forward to receiving your reply and remain,

yours faithfully,



Jörg Beckmann, Executive Director of ETSC

With the support of:

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The Members of the VOICE Network are:

AGE – The European Older People’s Forum. ANEC – The European Consumer Voice in Standardisation. BEUC – The European Consumers’ Organisation. EEN - The EPHA Environment Network. ECSA - The European Child Safety Alliance. EDF - The European Disability Forum. T&E - The European Federation for Transport and Environment. EPHA - The European Public Health Alliance. ETSC - The European Transport Safety Council. Voetgangersbeweging (Pedestrian Movement) / Federation of European Pedestrian Associations.