Technical Briefing to the Press

The Intelligent Car Initiative

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Promoting the development of cars that are smarter, safer and cleaner is part of the EU’s i2010 strategy to boost growth and jobs in the digital economy.

The **Intelligent Car** is one of the i2010 Flagship Initiatives.

To improve the quality of the living environment by supporting ICT solutions for safer, smarter and cleaner mobility of people and goods.

The Initiative builds up on the Information Society Technology (IST) Research Programme

50M€ yearly investment in the last 8 years for Intelligent Car related research.
1. Congestion
   • Costs amount to 50 billion €/ year
   • 10 % of the Road network is affected daily by traffic jams

2. Energy Efficiency & Emissions
   • Road transport consumed 83% of the energy consumed by the whole transport sector
   • 85% of the total CO₂ transport emissions

3. Safety
   • still over 40,000 fatalities and 1.4 million accidents in the EU cost represent 2% of the EU GDP
   • Human error is involved in almost 93% of accidents
Intelligent Car Systems

provide new intelligent solutions that contribute to solving the important societal challenges related to transport:

- Reduce the number of fatalities and injuries on the roads and material damage
- Increase overall performance of the transport systems
- Contribute to a more efficient use of fuels
**eCall**: automatic emergency call if all vehicles were equipped by 2010:
- Reduction in fatalities between 5% and 15%
- Savings up to a maximum of 22 billion €.
- Reduced congestion times between 10% and 20%.

**Adaptive Cruise Control (ACC)** only 3% of the vehicles equipped could save up to 4,000 accidents in 2010.

**Lateral Support** with a penetration rate of only 0.6%, in 2010 1,500 accidents could be saved.

**Better traffic management** through improved software and real-time traffic data:
- Could reduce of up to 40% of traffic standstill and congestion.
The problem of market implementation

- Market implementation takes too long
- Most intelligent systems are not yet on the market

- Antilock Braking System - 20 years to full penetration
- Electronic Stability Programme - 10 years to 40% of market
- Adaptive Cruise Control - more than 25 years since development phase and yet a very low penetration rate

Main reasons

- legal barriers
- competitive situation of the automotive sector
- high cost of intelligent systems
- lack of customer demand
- lack of information
EUROTEST survey

Sample of almost 2800 drivers

- Only half the drivers were familiar with existing basic in-vehicle technologies providing active and passive safety
- Only 50% of them knew what an ABS does
- Survey conclusions: “more needs to be done, on both the European and national level, to raise the awareness about safer, cleaner and more economical driving"
Intelligent Car: Objectives

1. **Coordinate and support** the work of relevant stakeholders, citizens, Member States and the Industry

2. **Support research and development** in the area of smarter, cleaner and safer vehicles and facilitate the take-up and use of research results

3. **Create awareness** of ICT based solutions to stimulate user’s demand for these systems and create socio-economic acceptance
Intelligent Car Implementation

- Commission Communication **adopted** on 15 February 2006

- Launching event on 23 February in Brussels (Autoworld): You are welcome!
• Press Conference of Commissioner Reding to present the Commission Communication on the Intelligent Car

• Demonstration event to reinforce and support the content of the actions described in the Communication.

• Mr Max Mosley President of FIA will introduce the Demonstrators and accompany Commissioner Reding in the visit

• Demonstration event with largest European concentration of Intelligent Vehicles.
Launching Event

Demonstrators:
- 32 in Total
- 4 Dynamic Demo Cars
- 16 Static demo Cars
- 3 Demo Trucks
- 9 Simulators

Around 350 Visitors expected:
- eSafety Forum (Industry, Users)
- Associations
- European parliament
- Press
- Commission
Intelligent Car Functions on Show

• Autonomous electric vehicles Cybercars
• Pedestrian Protection
• Night vision Systems
• Lane keeping; Safe distance
• Driver “sleep” detection and warning
• eCall Simulators
• Emergency Braking
• Collision avoidance and Mitigation
• And may others……..
See You at the Launching event of the Intelligent Car Initiative

23 February; 11h.

Autoworld Museum Brussels
Parc du Cinquantenaire