



A C E A

EUROPE'S AUTOMOBILE INDUSTRY: GREAT CONTRIBUTIONS TO ENSURING SAFE MOBILITY

Mobility is a key to economic, social and human development as it facilitates employment, education, healthcare, leisure and cultural activities, and the indispensable supply of goods and services. Road safety is essential in ensuring mobility.

The European automobile industry has a long-standing tradition aimed at achieving this goal.

Casualties on European roads have halved in the past three decades, while traffic itself has tripled. The European automotive industry has contributed significantly to the safer use of roads and safer vehicles through continuous improvements in the active and passive safety of its cars, trucks and buses.

European commercial vehicle manufacturers produce the safest trucks in the world. Development and introduction of seatbelts, airbags and ABS have contributed to an 80% drop in fatal or serious injuries among vehicle passengers.

Care and responsibility

The industry continues to develop safety measures with the same vigour as before. Of euro 20 billion (5% of turnover) yearly spent by the European automobile manufacturers on research and development, a significant part is dedicated to innovative safety sources, involving car design, structure, powertrain and electronics.

In particular, manufacturers are strengthening their efforts in developing tools to improve "active safety": 90% of all accidents are caused by human error. Intelligent, sophisticated technology and electronic devices can help or correct driver control enormously.

Many of these technologies, whilst increasingly aimed at accident avoidance and crash mitigation, help also to protect more vulnerable road users, like pedestrian and cyclists.

Limits of technology – the way ahead

Technological advancement of vehicles remains necessary. But the extent of progress in road safety will come increasingly from improvements in infrastructure and the use of intelligent information technologies.

Road safety is in essence not a technological problem. Solutions need to be part of an integrated and pragmatic approach, addressing all causes and influencing vehicle manufacturers, drivers, legislators and infrastructure planning.

Integrated Approach to Road Safety

This was recognised last year by the European High-level Group on CARS 21 (a Competitive Automotive Regulatory System for the 21st century), composed of European Commissioners, Ministers, business leaders and representatives of NGOs.

One of the main recommendations of the CARS 21 High-level Group was to follow an “Integrated Approach” to improve further road safety, with the involvement of policy makers, car industry, consumer groups and other relevant parties.

ACEA is committed to work within this framework and urges quick implementation of its principles in practice. Improving road safety is one of the European automobile manufacturers’ key contributions to society. This has been demonstrated by the dramatic progress in the past and the industry’s drive to be highly involved in developing future solutions.

Now, a strong and concerted joint effort will deliver future significant progress in reducing the human and societal costs of road accidents and facilitate the long-term sustainable mobility society needs.

About ACEA

ACEA represents the thirteen major European car, truck and bus manufacturers, all key players in the global automotive markets. The European car industry has set the international technology standards for improving the safety of drivers, passengers and pedestrians.

The ACEA member companies produce 18 million vehicles per year in Europe, provide direct employment to 1.2 million Europeans and support the employment of 10 million more.

The ACEA members are BMW Group, DAF Trucks, DaimlerChrysler, FIAT, Ford of Europe, General Motors Europe, MAN Nutzfahrzeuge, Porsche, PSA Peugeot Citroën, Renault, Scania, Volkswagen and Volvo.