

Road Safety Pledge

Route to vision zero 2050 in Europe
The Hague, June 14th, 2018



ACEA



CLEPA
European Association of Automotive Suppliers



FIA
REGION I

I Considering

Romania

Slovakia

- That road traffic has become significantly safer in the last forty years (less than 25000 road fatalities in 2017, compared to over 50000 in 2001);
- The European Union ambition to eliminate deaths and serious injuries on European roads;
- That achieving this road safety vision relies on road safety management, safer roads and mobility, safer vehicles, safer road users, and effective post-crash response;
- That a number of promising technologies have been developed to prevent crashes and mitigate their consequences;
- That a significant increase in traffic safety is expected from connected and automated driving technology, which will require a coherent approach towards its deployment, including an appropriate legal framework, as well as trust from users and society at large;
- That the vulnerable road users, such as pedestrians, cyclists, motorcyclists, children, elderly and disabled people need the utmost protection.

II The partners

Slovenia

- The European manufacturers of automobiles, represented by ACEA;
- The automotive suppliers, represented by CLEPA;
- The mobility users in Europe, represented by FIA Region I;

Pledge to develop and deliver concrete measures between 2020-2030, in order to come closer to the zero fatalities vision by 2050.

III Our pledge

Spain

... is based on:

- Our commitment to support the European Commission and Member States to achieve our common road safety vision;
- The awareness of our organisations' potential to bring life-saving technologies to the market and influence policy frameworks and road user behaviour;
- A shared willingness to invest to achieve the 2050-vision zero together.

IV We will contribute...

... by:

- Raising awareness and informing road users and society at large about the potential benefits of technologies preventing crashes and mitigate their consequences;
- Encouraging public authorities at the European level and private infrastructure operators to put safety as one of their highest priorities in managing their road networks, and to develop a European wide database for accident analysis as a new instrument to provide guidance on addressing safety needs;
- Promoting lifelong traffic education and advanced driver training preparing drivers and society at large for higher levels vehicle automation;
- Raising awareness on unsafe road user behaviour;
- Contributing to improve accident reporting allowing more advanced accident causation analysis;
- Using our authority and credibility as societal stakeholders to guide policy makers to relentlessly pursue ambitious road safety objectives through a strong political will and the needed leadership.

V What...

...we will do:

Is design, elaborate and help implement measures, projects and activities with high potential in contributing to:

- Support targeted safety related awareness raising amongst different age groups;
- Relentlessly pursue research efforts to bring safety technology to the market, while making it affordable for a wide share of road users;
- Inform drivers on how to optimise the use of fitted vehicle safety technologies;
- Work with public authorities and private infrastructure operators to implement safe and forgiving road designs and traffic flows, while continuing to promote safety benchmarking through initiatives such as EuroRAP and iRAP;
- Contribute to improve accident reporting allowing more advanced accident causation analysis through initiatives such as the Initiative for the Global Harmonisation of Accident Data iGLAD;
- Support effective post-crash interventions, in particular promoting first aid training and raising awareness about giving way to emergency services.

Examples

- Show the potential benefits of technologies, which improve safety;
- Publicize the efforts manufacturers are doing and work toward increased safety together via programmes such as Euro NCAP and other NCAP's;
- Organize additional trainings for drivers/driving school;
- Activities to reduce driver distraction (training, enforcement etc.).

Romania

VI With attention to...

... specific road users and issues:

- To vulnerable road users such as pedestrians, cyclists, motorcyclists, children, elderly and disabled people;
- On measures which go beyond what is already done or expected today;
- Priority for the most-effective safety measures, not only looking at their specific, but also their combined impact in the context of an integrated approach;
- Detailed cost-benefit analysis and impact assessment are needed for all measures considered.

Slovakia

Slovenia

Spain

Agreed and signed on 14th of June 2018



ACEA

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The Road Safety Pledge is hosted by
RAI Association and ANWB