

Camp Nou hosts an exhibition of vehicle technology

iMobility Challenge showcases intelligent vehicles in Barcelona

- ***According to RACC estimates, if the complete vehicle fleet (cars, vans and light trucks) would be fitted with the Autonomous Emergency Braking System (AEB), more than 330 road deaths could be avoided in Spain, as well as almost 1,000 million euros in related costs***
- ***Experts agree on the fact that the AEB is one of the most significant developments in terms of vehicle safety since the safety belt or the airbag.***
- ***Some of these intelligent technologies will be showcased for the general public during the 5th SalóRACC, to be held on 9-13 October, on the Av. Diagonal in the city of Barcelona***

Barcelona, 9 October.- The iMobility Challenge presented some of the main intelligent vehicle systems today to policy makers, professionals from the automotive industry and mobility experts at the Football Club Barcelona Stadium. The event was opened by RACC president Sebastià Salvadó, FIA president, Jean Todt, Joaquim Forn, first deputy mayor of; María Seguí, director of the Spanish Traffic Agency (DGT); Pere Torres, secretary of Entrepreneurship and Competitiveness at the Catalan Government and Frank Seidel, Bosch Group President for Spain and Portugal.

Of the event, Jean Todt said: ***“Innovative vehicle technologies demonstrated today, offer the potential for better road safety and more efficient driving. A new era in mobility is just around the corner and it will mean safer, greener and smarter driving experiences. I am happy that the FIA is coordinating the iMobility Challenge, a project which demonstrates a more intelligent vision for our daily mobility.”***

Speaking about intelligent vehicle technologies, Sebastià Salvadó said, ***“We have looked at the data, Autonomous Emergency Braking could lead to a decrease of 17% in the yearly fatalities on Spanish roads. This technology is one of the most significant developments in terms of vehicle safety since the safety belt or the airbag. I am very pleased that RACC is working to make roads safer by promoting this lifesaving technology.”***

In addition to technologies demonstrated there was also a roundtable debate, moderated by Ignasi Ferrer, Innovation Director at Applus IDIADA, with Francesc González Balmas, President STA; Ricardo Olalla, Original Equipment Sales Director, BOSCH; Jaime Moreno, Deputy director Mobility Management, DGT; Jacob Bangsgaard, Director General, Region I FIA, and Nino Zambara, European Commission, DG Connect.

For more information:

RACC Prensa: Tel. 93 495 50 29 Fax 93 448 24 90 www.saladeprensa.racc.es

Jacob Bangsgaard said ***“New car technologies are ready now; all we are waiting for is the right balance between political will and public acceptance to truly launch them in the market. The safety and productivity gains are immensely promising and so I believe that efforts to demonstrate these technologies are key to swift deployment”***.

Autonomous Emergency Braking (AEB) the star technology

One of the key demonstrations showcased was the Autonomous Emergency Braking (AEB) with pedestrian detection.

The AEB system is a vehicle safety technology that acts in two different ways: it helps to avoid accidents identifying critical situations in advance and warning the driver; but it also reduces the seriousness of unavoidable collisions by braking the car automatically. According to experts, the AEB system is one of the most significant developments in terms of vehicle safety since the safety belt of the airbag.

The AEB system can be efficient in the following types of accidents: rear-end collisions, queuing or multiple collisions, collisions with static vehicles/obstacles and pedestrians.

Analysing the accident rates of 2012 in Spain, it can be observed that these accidents account for approx. 39% of the total accidents involving victims and 28% of the accident with fatalities. From the victims' perspective, these accidents involve 29% of the fatal victims, 31% of the serious injuries and 41% of the minor injuries.

Moreover, the AEB system would act in 73% of all accidents involving victims, considering that this technology is currently only applicable for cars and vans (the remaining 27% are motorcycle, truck accidents, etc.).

Based on these figures, the RACC estimates that, if the whole car, van and light truck fleet would be fitted with AEB, the number of fatalities could be reduced by 17.4 %, that of serious injuries by 14.8%, and the number of minor injuries by 24.5 %. This would mean 331 lives saved, as well as 1,547 less serious and 25,832 less minor injuries, with a yearly saving of 941 million euros, which would be the costs resulting from the accidents (medical, rehabilitation, material, etc.).

	Total victims 2012*	Cost of accidents (million €)**	Avoidable victims with AEB	Cost savings (millions €)	Savings (%)
Fatalities	1,903	2,611	331	455	17.4%
Serious injuries	10,444	2,242	1,547	332	14.8%
Minor injuries	105,446	631	25,832	154	24.5%
		5.484 M€		941 M€	

* Accident rates 2012.

** Considering the cost figures published in *“Las principales cifras de la Siniestralidad Vial España 2013”* (The Main Road Accident Figures in Spain 2013).

For more information:

RACC Prensa: Tel. 93 495 50 29 Fax 93 448 24 90 www.saladeprensa.racc.es

Motorcycle Stability Control (MSC) y eCall

The efficiency of the Motorcycle Stability Control (MSC) was also demonstrated during the event. This system utilizes the motorcycle's Combined Anti-Lock Braking System (C-ABS) and Motorcycle Traction Control to help riders maintain control of their bike.

There was also an exhibition of an array of electric vehicles, ecodriving applications, and an eCall demonstration. eCall is the emergency call system that will be introduced in all new vehicles in 2017. It holds the potential to save 2.500 lives per year in Europe, by cutting rescue response times by 50% in urban and 40% in rural areas when an accident happens.

Car manufacturers, suppliers and innovation companies will offer demonstrations of the latest safe and sustainable mobility solutions. Companies included: BOSCH; BMW; Clear Channel; Enerfy Driving; Euromobility; FICOSA; FOTsis, SmartCEM, HeRO2, Going Green; Renault, NISSAN; TMB fully electric BUS; STA and RACC.

5th SalónRACC del Automóvil in Barcelona

Some of the technologies shown by iMobility will also be showcased at the 5th SalónRACC Automóvil, the RACC motor show organised in Barcelona's city centre (Avenida Diagonal) from 9 to 13 October, for the general public to discover these innovative technologies too.

About the iMobility Challenge

iMobility Challenge, is a EU funded project by DG Connect of the European Commission to demonstrate the benefits of efficient, safe and smart mobility through new Intelligent Transport System (ITS) solutions. The FIA is leading the coordination of the project, working with partners ACEA (European automobile manufacturers association), CLEPA (the European association of Automotive suppliers), ERTICO (the network of Intelligent Transport Systems and Services stakeholders in Europe) and VTT (Technical Research Centre of Finland).

The declared objectives of iMobility Challenge are:

- Promote the deployment and use of intelligent vehicle systems for energy efficient and sustainable mobility, with a particular focus on cooperative systems .
- Support the implementation process for priority iMobility systems, notably as directed by EU legislation.
- Organise iMobility awareness raising events for policy makers with vehicle demonstrations, and national awareness events for users with demonstrations, driving Experiences and training open to the public.

RACC

i **Mobility**
Challenge



NOTA DE PRENSA

- Conduct support studies documenting the socio-economic impact of iMobility systems throughout the project, through a mapping of systems and of products and services based on cooperative systems; and by assessing consumer awareness and demand, and their feedback before and after testing systems .

For more information, visit www.imobilitychallenge.eu or contact: **Gabriel Simcic**, Senior Project Manager, FIA Region I, gsimcic@fia.com +32 2 282 0817

About the FIA

Founded in 1904, with headquarters in Paris, the **Fédération Internationale de l'Automobile (FIA)** is a non-profit making association. It brings together over than 236 national motoring and sporting organisations from more than 139 countries on five continents. Its member clubs represent millions of motorists and their families.

The FIA Region I office, based in Brussels, is a consumer body representing 111 Motoring and Touring Clubs and their 38 million members from across Europe, the Middle East and Africa. The FIA represents the interest of these members as motorists, public transport users, pedestrians and tourists. The FIA's primary goal is to secure a mobility that is safe, affordable, sustainable and efficient. With these aims in mind, the FIA Region I work focuses on Road Safety, Consumer Protection, Environmental Protection, and the promotion of Sustainable Motoring.

About RACC

With almost 1,000,000 members, RACC is the largest Automobile Club in Spain, leader in the field of mobility. It offers breakdown, personal, family and urgent medical assistance. The RACC is also active in the insurance and travel branch. As an entity with a vocation to serve the society, the RACC works on the training of young promising motor sport drivers and riders, and organises three events that count towards different world championships: Rallies, F1 and Motorcycling. The RACC cares, moves and creates states of opinion to improve mobility and road safety.

For more information:

RACC Prensa: Tel. 93 495 50 29 Fax 93 448 24 90 www.saladeprensa.racc.es

PRENSA