



The Development of ITS in Germany

Promotion of new technologies
increasing safety

DVR "bester beifahrer" campaign



VI International Road Safety Congress
"Strategic Road Safety Plans"
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90 percent of all road accidents are a consequence of human error



The reasons behind are for instance:

- > Lack of risk awareness
- > Wrong assessment of situations
- > Too slow or wrong reaction to situation



90 percent of all road accidents are a consequence of human error



Advanced Driver Assistance Systems (ADAS) give support in case of human failure

- > Provide information
- > Issue warnings
- > Support
- > Intervene
- > Recognize critical situations



ADAS Safety Potentials

ACC: Reduction of serious accidents involving personal injury by 17%

Emergency Brake Assist: Reduction of rear-end collisions involving personal injury by 28%

Lane Keeping Assist: Reduction of HGV accidents caused by lane departure on motorways by 49%

Lane Change Assist: Reduction of accidents occurring while changing lanes / during lane changes by 26%

Parking Assist: 30% of insured losses are caused during parking maneuvers

Adaptive Lighting Systems: Reduction of road deaths owing to better visibility on motorways and country roads by 18%

Night View Assist: Reduction of road deaths during night time by 6%

Traffic Sign Recognition: Reduction of traffic offences caused by excessive speed by 60%

Source: different research studies from Germany and EU



Passive Systems

Accident Mitigation –
Reduction of the
consequences of an accident



- > Head rests
- > Safety belts
- > Airbag
- > ...

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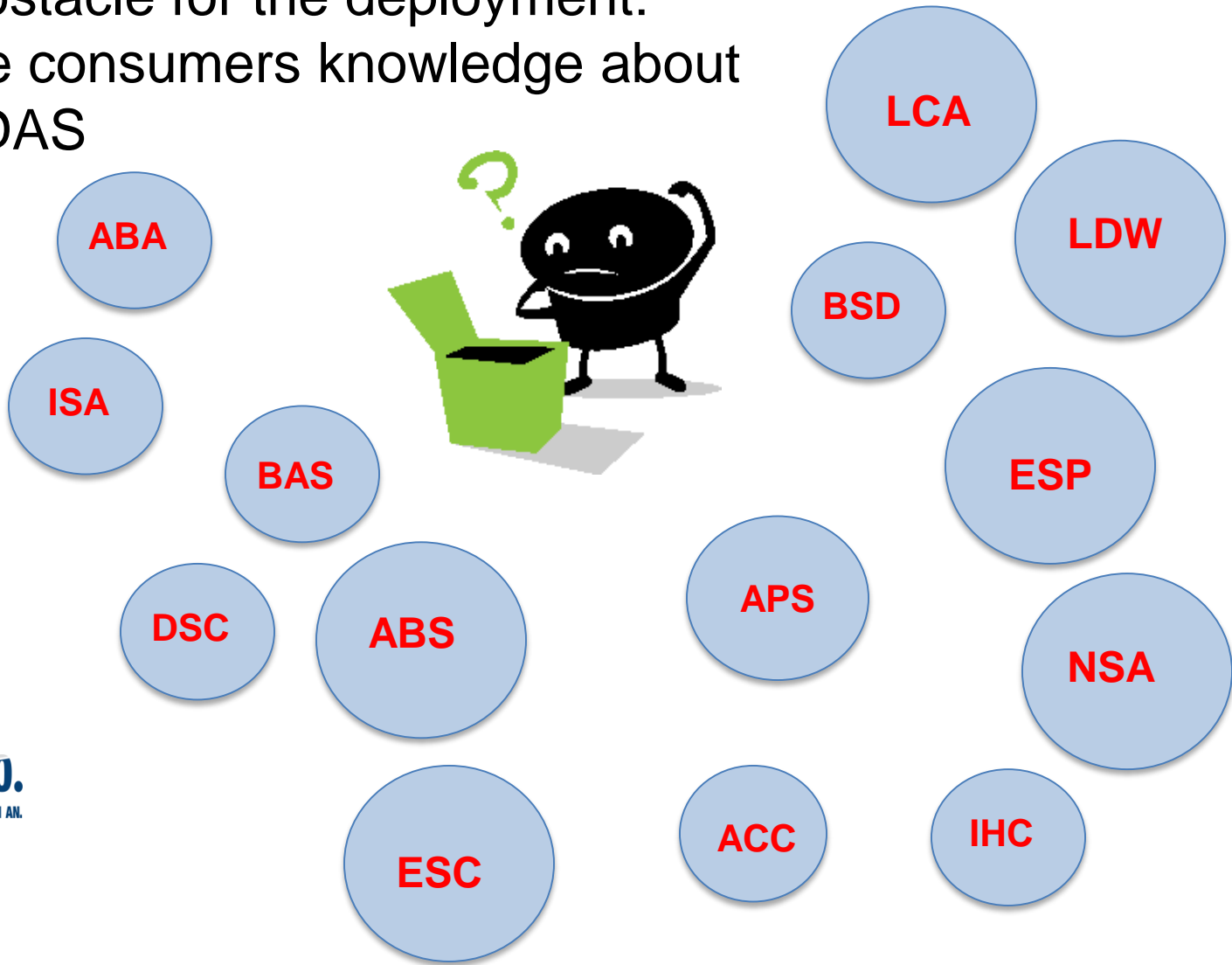
Active Systems

Accident prevention



- > Anti-lock braking system ABS
- > Electronic Stability Programme ESP/ESC
- > Adaptive cruise control (ACC)
- > Emergency Brake Assistant EBA
- > Lane Departure Warning LDW
- > ...

Obstacle for the deployment: the consumers knowledge about ADAS





Whatever the label says:
Always have a close look at
its content.



The "bester beifahrer" campaign



“bester beifahrer“ is Germany’s first campaign focusing on Advanced Driver Assistance Systems (ADAS).

It is carried out by DVR and its partners since 2006 with a view to increase road safety through the use of driver assistance systems. It has been spreading information about the benefits and availability of ADAS technologies in cars.



It provides information on the benefits, functioning and availability of safety technologies and assistance systems in vehicles.



The "bester beifahrer" campaign



The aim of all campaign elements is to explain the systems in a clear and understandable way and in easy language, and to highlight the potential they carry for safety and comfort.

Target groups include end-users, multipliers such as driving trainers and driving instructors, employees in repair garages, car dealers and fleet managers as well as decision makers.



Main Objectives of the Campaign



- Communicating the benefits of current ADAS to car drivers
- Supporting individual drivers to find ADAS that suit their own driving style
- Raising awareness towards how ADAS can increase vehicle safety
- Increasing the acceptance of ADAS and reducing typical rejection criteria



ADAS considered in the campaign


SCHLAUE
AUTOS
KOMMEN
BESSER
AN

Adaptive Cruise Control ACC



Emergency Brake Assist EBA



Lane Keeping Assist LKA



Lane Change Assist



Parking Assist



Adaptive Lighting Systems



Night View Assist



Traffic Sign Recognition



Electronic Stability Programme ESP



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Implementation of the campaign



The campaign is based on a mixture of both theory and practice.

Main communication element is the website:

www.bester-beifahrer.de

with a lot of specific information on ADAS to be downloaded



The Website

It includes the first nationwide database which allows the query for the availability of type-specific driver assistance systems.



The database



PRÜFEN SIE DIE VERFÜGBARKEIT VON FAHRERASSISTENZSYSTEMEN FÜR IHR FAHRZEUG.

Seat

Alhambra

Fahrerassistenzsystem

+ weiteres Fahrzeug hinzufügen

+ weiteres Fahrerassistenzsystem hinzufügen

SUCHEN >>

Fahrzeug	Fahrerassistenzsysteme	Herstellerinformationen	serie optional
<input checked="" type="checkbox"/> Seat, Alhambra	Lichtassistent Müdigkeitswarner Parkassistent Spurhalteassistent Verkehrszeichenassistent	+ + + + +	S O S O S O S O S O

Vergleichen Sie Ihr Ergebnis, indem Sie bis zu drei Fahrzeuge markieren.

FAHRZEUGE VERGLEICHEN >>

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The database



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Fahrzeug	Fahrerassistenzsysteme	Herstellerinformationen	serie optional
<input checked="" type="checkbox"/> Seat, Alhambra	Lichtassistent	- - Fernlichtassistent Funktion: Fernlichtassistent	<input type="radio"/> <input checked="" type="radio"/>
	Müdigkeitswarner	- - Müdigkeitserkennung Funktion: Müdigkeitswarner	<input checked="" type="radio"/> <input type="radio"/>
	Parkassistent	- - Parklenkassistent Funktion: Parkassistent mit Parklückenvermessung - Parklenkassistent Funktion: Parkassistent mit automatischer Lenkung	<input type="radio"/> <input checked="" type="radio"/>
	Spurhalteassistent	- - Spurhalteassistent; enthalten in Multifunktionskamera Funktion: Spurverlassenswarnung	<input type="radio"/> <input checked="" type="radio"/>
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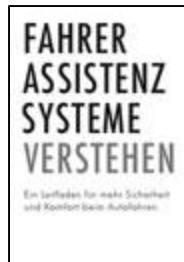
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poster



folletos



presentación



Videos
explicativos



Informes



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Activities 2013: App



The **concept** for the app aims to increase awareness towards ADAS and support vehicle buyers in their individual purchase decision.

Furthermore, the app seeks to educate vehicle drivers on the roadmap of future vehicle safety and give them insights on autonomous driving.



Activities 2013: App



Contents of the app:

- A simple profile test which helps users determine their personal driver's profile and the ADAS best suited to their driving habits.
- Germany's only database and lexicon on ADAS: an availability index, making it easy for users to locate individual types of ADAS with the respective car manufacturers and models.
- Animated films demonstrating how different ADAS work.



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Highlights Aktivitäten 2013: IAA & App


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"bester beifahrer" at the IAA

To boost our information as widely as possible, "bester beifahrer" hosted a **competition** during the fair, offering users the chance to win one of ten iPads just by downloading the app to their smartphone or tablet and find out more about ADAS.



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WIE SCHLAU IST MEIN AUTO?

FINDEN SIE HERAUS,
WELCHE FAHRERASSISTENZSYSTEME
FÜR SIE DIE RICHTIGEN SIND.



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KOMMEN
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AN



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Frankfurt Motor Show IAA



The **following target** groups were addressed:

- Car drivers
- Car buyers
- Press representatives
- Experts and multipliers like
 - Driving instructors,
 - Automobile clubs and
 - Original Equipment Manufacturer (OEM)



Activities in 2014

Events - examples



Company Car of the Year

Event at the Europa Park in Rust on 08 April 2014

Panel discussion on ADAS

Deutsche Post



Fleet Manager Training on 07 May 2014

"Traffic Parliament" of the Süddeutsche Zeitung:
Vision Zero – What can ADAS possibly add to increase Road
Safety



Press and Media activities



- Regular press and media activities
- Monthly distribution of press releases
- Targeting specific media such as car fleet managers, car dealers, etc.
- Further development of the campaign's own Facebook page



Campaign partners

The campaign was initiated by DVR and its partners Bosch, Continental, DEKRA, DGUV, GTÜ, Hella and Valeo.



Robert Bosch GmbH



Continental AG



HELLA KGaA Hueck & Co.



Valeo Schalter und Sensoren GmbH



Unfallkassen und Berufsgenossenschaften



In 2008,
the campaign was awarded by the
European Commission for
outstanding road safety work.



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Muchas gracias
por su atención!



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