



# VisionZeroNews

## Issue #1/2015



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Frank Jourdan



“Tires are the sole point of contact between the vehicle and the road. All forces transmitted to the road are put down via a footprint no bigger than the size of a postcard. In a critical situation, it is the tire that determines whether the vehicle can stop in time – or whether it stays safely on course through a corner,” says Nikolai Setzer, Member of the Executive Board of Continental AG and President of the Tire Division.

Nikolai Setzer



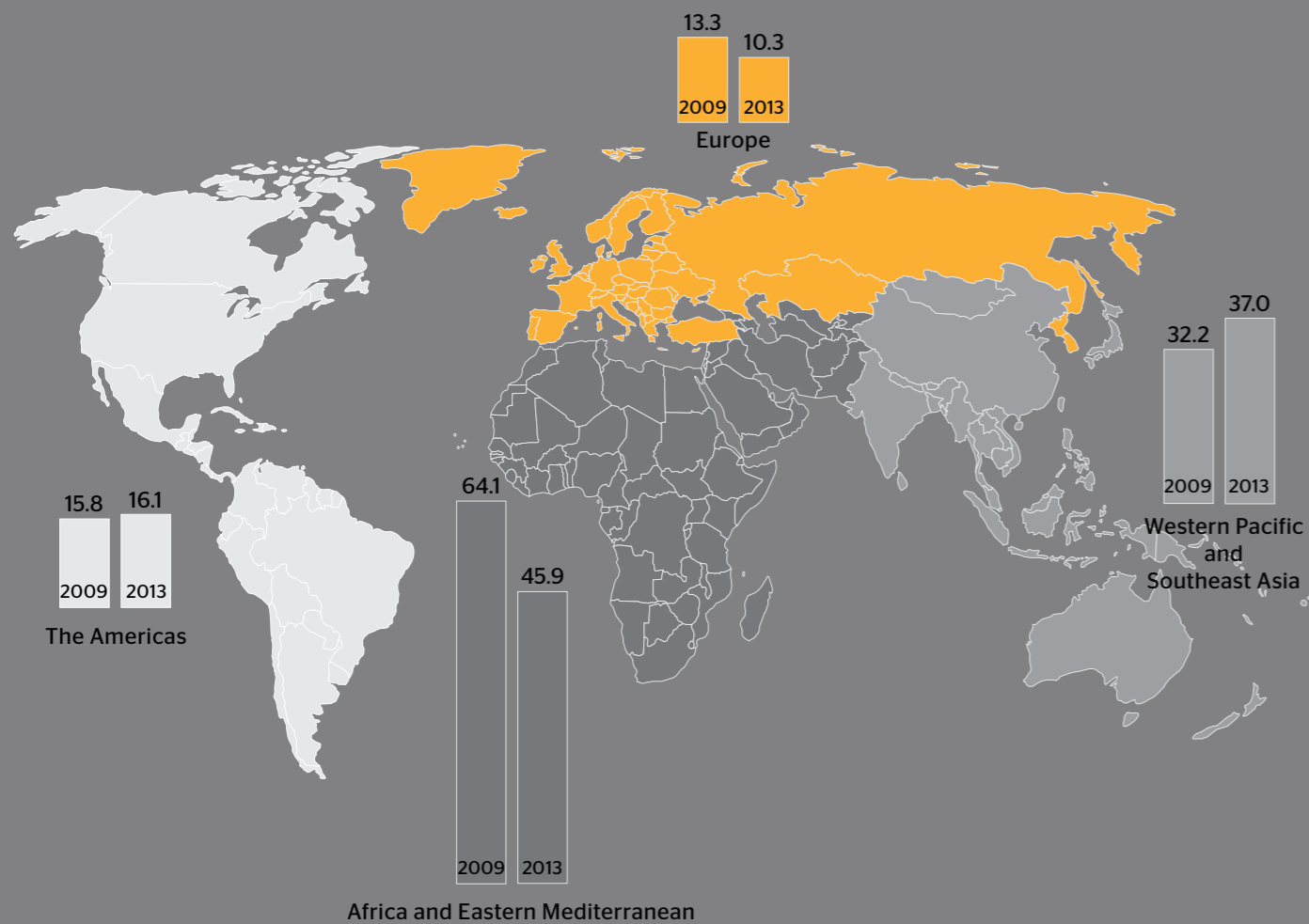
# Vision Zero





# Total road traffic deaths in 2013<sup>1</sup>: 1,24 million

Road traffic deaths per 100,000 inhabitants by region



Source: Global Status Report on Road Safety, World Health Organization (WHO) 2009 and 2013.

<sup>1</sup> Data based on framework created by the WHO for estimating road traffic mortality.

## Vision Zero: Zero Fatalities, Zero Injuries, Zero Accidents

Road safety improves with increasing use of accident-prevention technologies

- › Continental has made Vision Zero its long-term goal
- › Safety based on networked driver assistance systems in conjunction with tires

We live in a fascinating (automotive) world. Cars transport passengers and goods across the country, take us to the local supermarket, to the neighborhood kindergarten, downtown to the office or to other countries on vacation. They make us faster, more efficient, and more independent. Driving is affordable, comfortable and convenient, and great fun.

Small wonder, then, that the average distance we cover per year and driver has risen from around 1,000 kilometers in 1950 to some 12,000 today. Academics call the need for almost boundless mobility a significant social reflex in evolutionary terms.

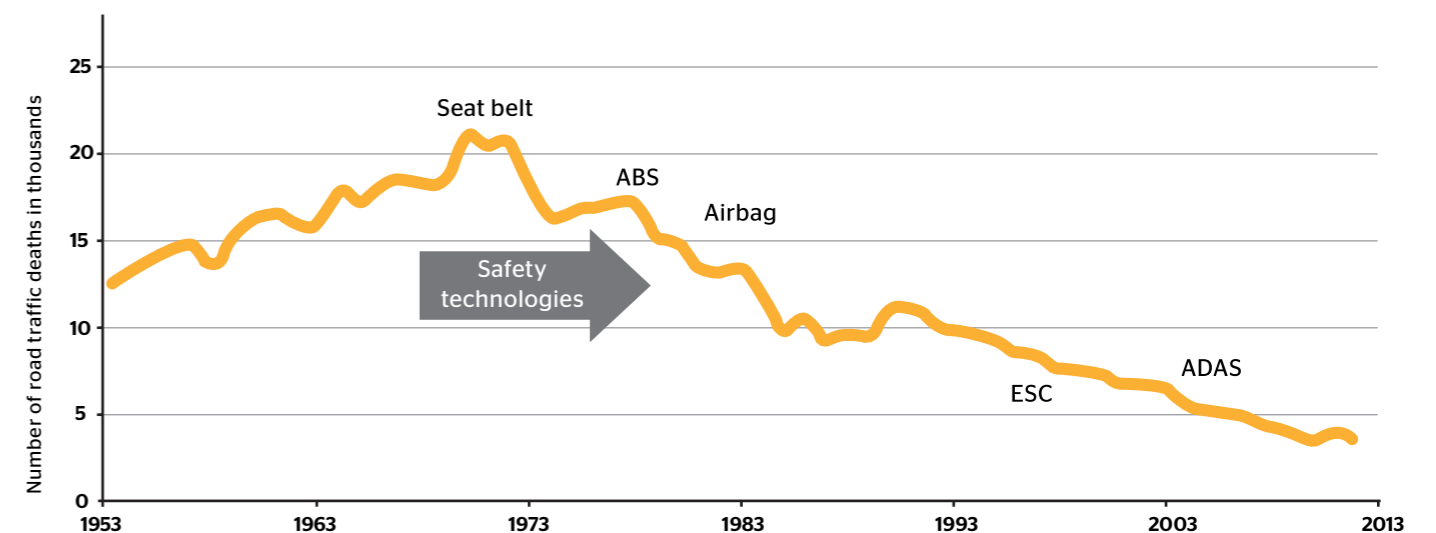
Because only those for whom distance is no obstacle are in a position to find security, nutrition or simply better living conditions.

According to figures from the German Federal Motor Transport Authority, some 44 million vehicles are out and about on Germany's roads. In statistical terms, there are 1.1 cars for every one of the 40 million or so households in the country. Few nations in the world have more vehicles per 1,000 inhabitants.

But there are downsides to this mobility. According to NHTSA, in 2010 the total economic cost of motor vehicle crashes

in the United States was \$242 billion. And not a day goes by without someone being seriously injured or even killed on the roads. The Federal Office of Statistics has been monitoring this disastrous aspect since 1953. Since then, almost 750,000 people have lost their lives in road accidents in Germany, a figure higher than the population of Frankfurt/Main. Even now, with road traffic deaths reaching an all-time low of 3,339 in 2013 (in 2014 there were 3,377) every day an average of ten people are killed on the roads in Germany.

Development in Germany since 1953



Source: Compiled by Continental

# Continental has made Vision Zero its long-term goal

As a major supplier of original equipment systems to international automakers, Continental identifies particularly closely with the principles of Vision Zero.

**In view of its exceptional expertise in active and passive safety systems, the company sees itself as a key driver in reducing the number of traffic-related fatalities, injuries, and road accidents through the more widespread use of innovative technologies.**

"We have been pursuing the long-term strategy behind Vision Zero for many years now and through innovations and the ongoing improvement of components and systems we are making a decisive contribution to greater road safety. As we see it, Vision Zero will be achieved in three steps: Top priority goes to eliminating all road-traffic fatalities, then comes reducing the number of persons injured to zero, and finally we need to put an end to road accidents," says Frank Jourdan, Member of the Executive Board of Continental AG and President of the Chassis & Safety Division.

"Since the mandatory introduction of seat belts, electronic stability control (ESC), tire pressure monitoring systems (TPMS), and automatic emergency braking systems (AEBS) for commercial vehicles, there has been a marked reduction in the numbers of road-traffic deaths and injuries, as well as in the number of road accidents. Having said that, however, at 1.2 million, the annual number of road-traffic deaths is still

shockingly high – a totally unacceptable level. We are aiming to change this state of affairs through our joint efforts."

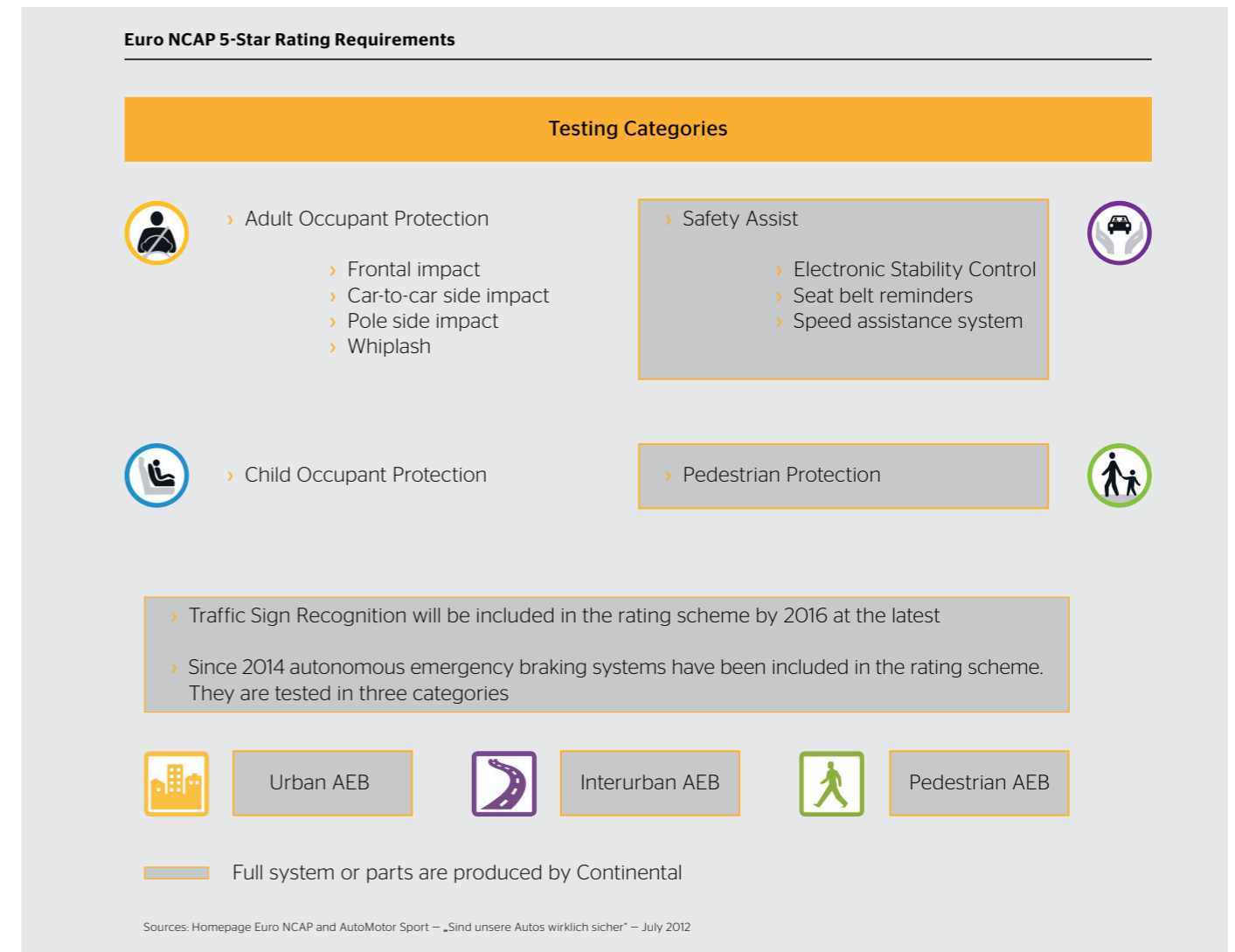
Vision Zero has now also been adopted as the strategic target-positioning for external communications for the Continental premium tire brand in the replacement passenger tire sector in the EMEA region (Europe, Middle East, Africa). Needless to say, the goal of achieving the best braking performance in each class remains unchanged. Vision Zero simply adds a new dimension, starting at the 2015 International Motor Show (IAA) in Frankfurt and taking the goals of the Tire Division forward in a way that is both logical and uncompromising.

"Tires are the sole point of contact between the vehicle and the road. All forces transmitted to the road are put down via a footprint no bigger than the size of a postcard. In a critical situation, it is the tire that determines whether the vehicle can stop in time – or whether it stays safely on course through a corner. This is why we want to inform as many drivers as possible, all over the world, about the safety benefits of using high-tech tires inflated to the correct pressure and with adequate tread depth," says Nikolai Setzer, Member of the Executive Board of Continental AG and President

of the Tire Division. "From now on, we will be aligning the position of our technology-oriented premium tire brand Continental even more closely with the long-term goals of Vision Zero, an area in which Continental as a whole stands to benefit from its broad portfolio of safety technologies."

In Continental's view, over recent decades marked improvements in safety levels have been achieved through the introduction of mandatory equipment levels for new vehicles, including technologies such as ABS, ESC, TPMS, and AEBS. At the same time, however, statistics (not just in the 28 EU member states) show there are still far too many accidents taking place and too many people being killed or injured on the roads. By way of illustration, the goal of the European Road Safety Charta of halving the number of road-traffic deaths between 2000 and 2010 was not met by a substantial margin.

Continental is convinced that raising safety standards, for example by prescribing the use of existing volume-built technologies as standard equipment – not least when awarding Euro NCAP stars in the compact and sub-compact vehicle categories – would make a major difference, not only in Europe but all over the world.



Demonstration of an autonomous emergency braking system



# Continental supports worldwide Global NCAP "Stop the Crash" campaign

In line with this approach, Continental is partnering with Global NCAP in its "Stop the Crash" campaign, with not only the Chassis & Safety Division involved but also the Tire Division which is acting as exclusive tire partner to the campaign.

**The declared aim of the campaign is to publicize the effects and benefits of existing technologies and raise awareness of the important part that tires play in active safety systems, as well as providing information about the key variables such as tire pressure and tread depth.**

In the words of David Ward, Secretary-General of Global NCAP: "We are delighted to be partnering with Continental in this new initiative to promote crash avoidance systems and tire safety. To achieve the United Nation's target to cut by half road fatalities by 2020 we need to strongly promote the fitment of ESC, AEBS, and ABS in motorcycles especially in the rapidly motorizing countries of Asia and Latin America. Our campaign aims to raise awareness of these life-saving technologies. If we can accelerate their use, we will make faster progress towards a world increasingly free from road fatalities."

Together with all the other partners, the idea is to help make precisely these technologies standard equipment for sub-compact and compact cars, to enable them to achieve the top Euro NCAP rating.

The Global NCAP "Stop the Crash" campaign will be officially launched in Brazil on November 18, 2015, with a driving demonstration to coincide with the 2<sup>nd</sup> Global High-Level Conference on Road Safety. The motto of this meeting of world political leaders, fleet managers, and the media representatives will be 'Time for Results'. The geographic focus of the campaign, which will run until the end of 2018, will be on emerging countries such as Brazil, Mexico, and Malaysia, with their densely populated urban areas.

**Safety based on networked driver assistance systems in conjunction with tires**

With this new target positioning, Continental is setting itself apart from the competition in the tire sector. After all, the Company is the only automotive industry supplier to offer the entire spectrum of driving safety systems from a single source, as well as developing products such as ABS-optimized tires to go with these systems.



David Ward, Secretary-General of Global NCAP



An overview of the partners in the "Stop the Crash" campaign



PARTNERED BY **Continental**

[www.stopthecrash.org](http://www.stopthecrash.org)



As a leading worldwide automotive industry supplier and tire manufacturer, Continental is also a signatory to the European Road Safety Charter 2010.

[www.erscharter.eu](http://www.erscharter.eu)



# German Road Safety Council commmits to Vision Zero

There are still too many road-traffic fatalities, in Germany, in Europe, and worldwide, says the German Road Safety Council (DVR). Now the DVR has decided to base its efforts to improve road safety on Vision Zero.

Vision Zero paints a picture of a future in which no one is killed in road accidents or suffers life-changing injuries. It is based on four fundamental principles:

**1. Life is not negotiable.**

No other asset can be important enough to be offset against human life. Given the manifold possibilities and the road traffic safety level already reached in neighboring countries such as Sweden, it may well be questioned critically whether the right to life and physical integrity in Germany and many EU member states having constitutional provisions to that effect is indeed protected by all available means.

**2. Human beings are fallible**

It is evident that in the speed ranges in which we predominantly participate in

motor vehicle traffic, human error tends to be the norm rather than the exception. However, our modern-day road traffic system is much too rarely adapted to this fact.

**3. Tolerable limits are set by physical endurance of human beings**

The entire road transport system must be adapted to human needs, not vice versa. The indicator and criterion for the design of a traffic system is the biological tolerance of human beings or, in more colloquial terms, how much a person can bear. Accident research has yielded a number of evidence-based threshold values in this respect. Active and passive safety systems take on special importance in this context.

**4. Human beings have a right to a safe transport system**

In road traffic law it is primarily the individual road user who is held liable. The view taken by Vision Zero, however, is that the individual has the responsibility to observe laws and regulations, whereas the system designers must ensure that the system as a whole is safe. The system designers mainly include the public authorities in charge of building and maintaining the roads, the vehicle manufacturers, and road transport companies engaged in the transport of goods or passengers, but also politicians, the legislative authorities, the judiciary, and the police.

[www.dvr.de](http://www.dvr.de)

# VISION ZERO.

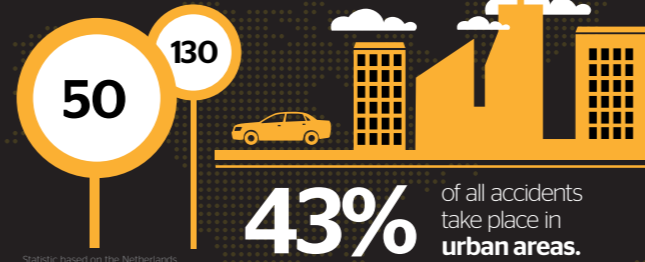
**KEINER KOMMT UM. ALLE KOMMEN AN.**

## Streets of safety.

**Vision Zero:**  
The long way to zero road deaths.

### The situation

Highest traffic safety risk:

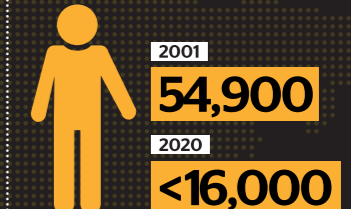


Statistic based on the Netherlands

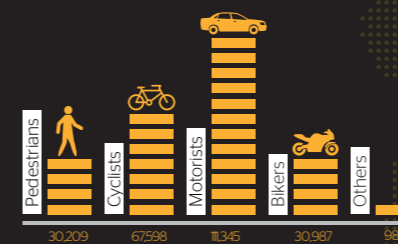
**Less fatal accidents**  
1980-2010



European objective in traffic fatalities.



Urban casualties by traffic usage:



Statistic based on Germany

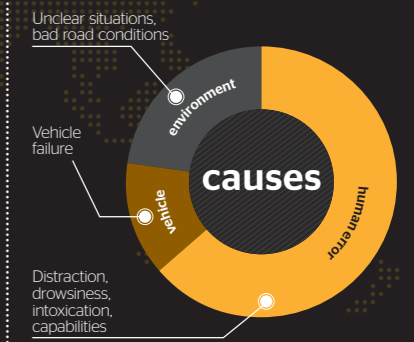
**Did you know?**

The road death rate in Europe almost doubles from summer to winter.

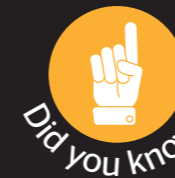
Germany **-75%**

Sweden **-70%**

Greece **-20%**



Statistic based on Europe



Every year, **1.24 million** road deaths worldwide could be prevented.

### Our vision

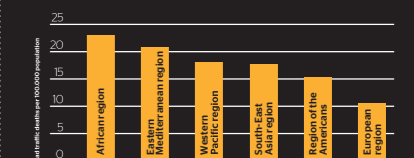
**zero fatalities injuries accidents**

Innovative technologies will make it possible to one day drive a car without any accidents - in all vehicle categories and markets of this world.

In some countries, Vision Zero **came true already:**

**But still, only 200 European cities have zero road fatalities.**  
e.g. Nottingham (GB), Aachen (DE) or Espoo (FI), all with >260,000 inhabitants.

Still, Europe leads the ranking with the fewest fatalities.



### Our contribution

**Tire**



Creating the **safest and most reliable tires.**

**Automotive**



Holistic **state-of-the-art expertise** from brake pedal to tire.

**Driver**



**Knowledge, attitude and awareness** through professional driver's education, for example.

**Infrastructure**



**Improving driving conditions** by consulting with communities and infrastructure planners.

## Vision Zero

Accident avoiding driving - innovatively powered by **Continental.**



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