

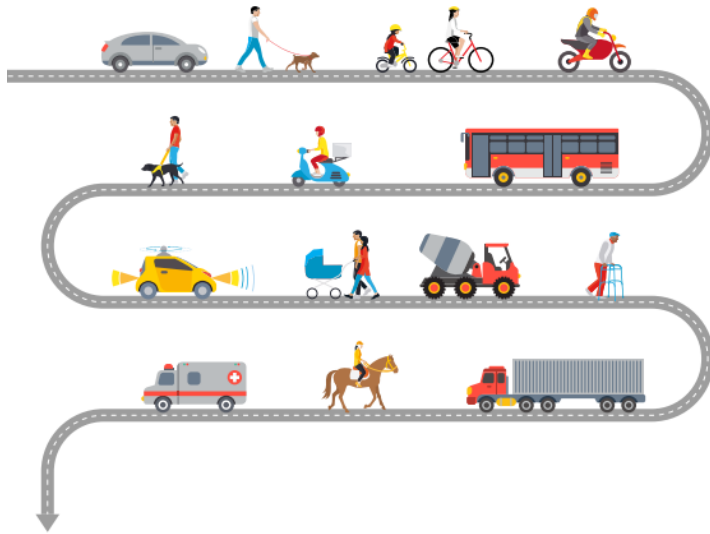
Road Safety Scotland Annual Seminar

EICC: 26 March 2024



Scotland's Road Safety Framework to 2030

Together, making Scotland's roads safer



Scotland to have the best road safety performance in the world

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LEARNING RESOURCES

Review

26/03/2024





**Making
road safety
an important
part of every
child's life.**

- Collisions on our roads are still one of the main reasons children and young people die accidentally every year.
- Road Safety Scotland and partners want to make sure that all children and young people in Scotland have the knowledge and practical skills they need to help them stay safe on our roads.
- We know early experiences shape children's future behaviour so it's important children are immersed in positive road safety attitudes from a young age, in classroom and at home.

Delivering Road Safety Learning Resources



Debbie Nicol
Assistant Director, RSS

A dedicated team, ensuring Road Safety Scotland continues to provide free online road safety materials – for all ages and stages of a young person’s learning.



Caroline Hay
Education Adviser, RSS

THE BRIEF

To review Road Safety Scotland's learning resources.

Ensuring the range of resources remain fit-for-purpose for all children and young people in Scotland.

The Resources Under Review



THE 4D METHOD

This provides an overview of the process for reviewing and keeping the resources fit for purpose.

DISCOVER



Immersion, research and consultation.

DEFINE



Discovery informs the development brief.

DEVELOP



Creative development, consultation and refinement.

DELIVER



Fulfillment of resources and supporting promotional materials.

Progress to-date: Primary School Resource

Audience: 3-11 year olds

- Roadstars is the main primary resource.
- It's the newest resource, launched in March 2022.
- Designed to get younger road users thinking about road safety in an active and immersive way.
- Positive feedback from the initial evaluation via the appointed Educational Experts.
- Great resource with desire for more content.
- Research scheduled for June 2024 with pupils to identify new content topics and engaging formats.



Progress to-date: Primary School Resource

Audience: Primary 6 & 7

- Launched in 2002, JRSO (Junior Road Safety Officer) is a peer learning programme. It is a very popular resource.
- The only resource still to be integrated to www.roadsafety.scot.
- Need to consolidate content prior to integration.
- Improve accessibility for ASN users.
- A JRSO steering group is being identified to help guide content consolidation.
- Research scheduled for June 2024 with pupils to support the evaluation of the resource.

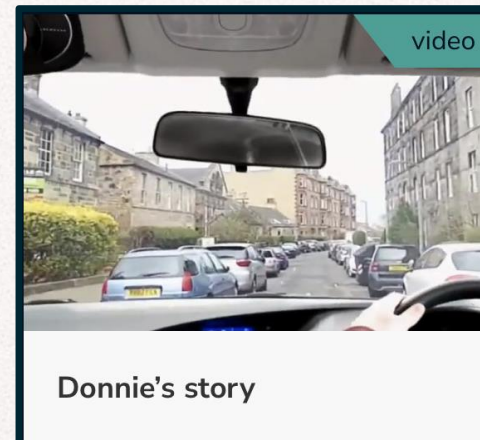


Progress to-date: Secondary School Resource

Audience: S1-3 / 11-14 year olds

- Your Call launched in 2009 and was last reviewed in 2013.
- Evaluation underway to determine if Your Call will be a redesign of the existing resource or a new resource.
- Educational Experts evaluation identified areas for improvement and support needed for ASN users.
- Research has taken place with pupils, with a 2nd phase of research to assess new concepts in June 2024.

Your Call



Progress to-date: Secondary School Resource

Audience: S4-6 / 14-18 year olds

- Crash Magnets launched in 2006.
- While innovative at the time of launch, Crash Magnets requires updating.
- Teachers in the position to deliver these resources are not doing so.
- Educational Experts conclude it needs replaced.
- Research has taken place with pupils, with a 2nd phase of research to assess new concepts in June 2024.

Crash Magnets



Progress to-date:

Complex ASN Resource

Audience: young people with complex ASN

- 'A2B Safely' is a resource to support parents and carers of children and young people with complex additional support needs.
- The Educational Expert Evaluation concluded the resource is not fit for purpose and the needs of these learners are not currently being met.
- Strong desire for a new resource to support practitioners and parents/carers to deliver road safety to learners.
- Research scheduled for May 2024 with pupils and teachers in specialist schools to better understand the requirements.

There are not a lot of resources. A2B Safely and Ziggy are not appropriate for complex needs. We need to teach it through real life experiences with the resources to match.

Educator

I'd like to have more support with elopement and how to try and prevent near-misses. How to help them focus better, concentrate on the road, learning boundaries, anomalies of weird weather and how that affects pedestrians, positive reinforcement for holding hands. They need repetition and lots of patience.

Educator

My son with complex ASD was run over 2 years ago and now has a titanium bolt in his pelvis. Crossing at traffic lights would have helped. He was too busy playing 'Warhammer' in his head than concentrating on road safety...making complex needs resources is an incredibly important job you're doing to help us!

Parent

Next Steps

Complete
the evaluation

Summer 2024



Develop
new content

End of 2024



Deliver with
promotional
strategy

Easter 2025

Any Questions?

For more information, please contact:

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www.roadsafety.scot



THANK YOU

Leith.

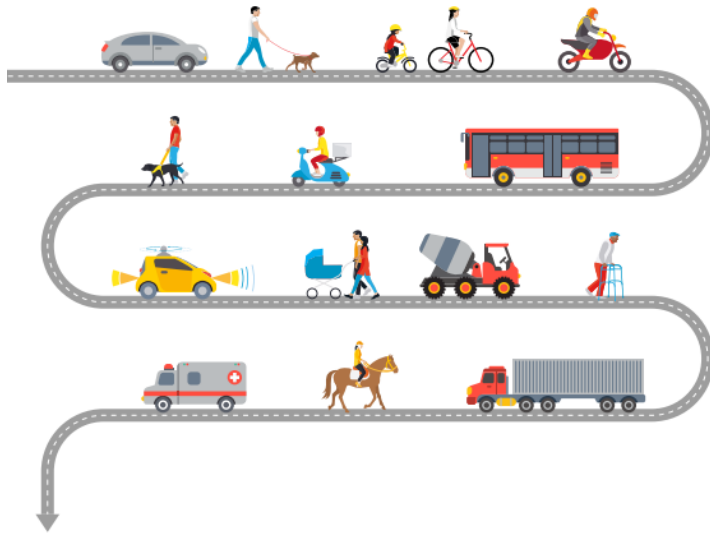
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Scottish Government Road Safety Marketing

Protecting vulnerable
audiences



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Agenda



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- 1 Fitness to Drive: Marketing Campaign
- 2 Pavement Parking: Marketing Campaign
- 3 Vulnerable road users: Marketing Strategy
- 4 Questions



Fitness to Drive

Why?



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Target to **reduce KSIs** in those aged over 70 by **20%**

29% of car driver casualties killed or seriously injured in road collisions were over 60

Ageing population means **increased numbers of license holders** amongst this group

The audience



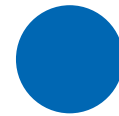
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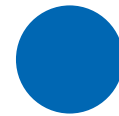


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Primary

Drivers aged 60+



Secondary

Friends and family

Driving challenges



The standard of driving is terrible now ...no give and take



Everyone driving at speed...no one has any time anymore



So many roadworks/diversions....more easily confused



Other drivers no patience/consideration of others



Driving at night because of the brighter LED lights
...they look like full beam...really dazzling

A necessary evil



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Loss of independence

I'd hate to lose my freedom

I don't want to rely on others

I am the driver

It would be like cutting your
right arm off

My kids need me to keep
driving

Loss of spontaneity

Just go when you fancy it

Convenience

You are not waiting for a bus
in the cold

The buses around here are
not great, it would take you
hours to get anywhere

Resort to self-diagnosis



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They think they'll know when they need to stop...

"I'll know when it's time to stop if I hit something."

"If I start scraping the car or having a near miss, I'll know something is not right."

"If I feel a danger to someone else."

Eye sight education



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Reduction in eye sight



Lack of confidence



Difficulty driving at night

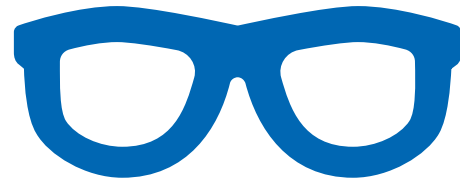


Slower driving

Proposition



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**Get an eye exam so
you can continue
driving safely.**

Creative idea



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We empathise with how difficult compromised eyesight makes it to drive and encourage older drivers to book a free eye exam to help with this.



Final ad



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Viewer comments



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“Exactly what I was saying earlier, hate to drive in the dark.”

“I like the bit that comes after... so you can drive safely, I like that, it's reassuring.”

“I felt it was very relatable.”

“Brings it straight to the point, the message is really clear, book an eye exam.”

“The things it's describing are things you see when you're driving... folk could view themselves there, it is realistic to them.”

Multi channel approach



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CHANNEL	OBJECTIVE
MEDIA	Targeted mass reach. Key channels to reach the audience included TV, radio partnerships including live presenter reads and promotional trails, press partnerships to weave in more tips and advice for driving safer for longer and digital
PR	Self-identification. Work with case studies to bring credibility and share their own experiences to encourage self-identification.
PARTNERS	Education. Tips and advice to help older drivers continue to drive safely through campaign materials and messaging including leaflets and posters.

Partner Stories • NHS

Discussing your parents' fitness to drive can be tricky, but it could keep them driving safely for longer

"I am so happy that my mum has her independence by having access to a car that she can safely drive"

Road Safety Scotland
Published by Smartie Mcsmarts • 29 January •

"Driving in the dark has become more challenging – the glare from headlights can be dazzling,"

Betty talks about how changes in her vision has affected her driving. Book a free NHS eye exam today to keep driving safely bit.ly/fitnesstodrive24 #ArriveAlive



Is your vision roadworthy?

As you get older, your eyesight undergoes changes which can impact your ability to drive safely but a simple NHS eye examination can help keep you driving for longer

EXPERT ADVICE BY JANET POOLEY, CHIEF OPTOMETRIC ADVISER

Having regular eye examinations is important as a driver at any time during our lives, but as we get older the risk of developing visual problems increases and check-ups become even more important.

Blurred vision is often an early sign that your eyesight is changing. Almost always, changes will be something that can be corrected by new glasses, and a regular examination can ensure that your vision is as good as possible.

Blurred vision may also be caused by cataracts. Your optometrist will discuss with you how your vision is changing and if you are a driver, this becomes an important factor in the discussion about when it is appropriate to refer you for possible surgery.

If your optometrist advises glasses or contact lenses for driving, you should wear them, even for short journeys.

Driving at night, and especially in poor weather, becomes increasingly difficult as we get older. Keep your windscreen and your glasses clean, both help to stop dazzle.

An NHS eye examination in Scotland is free of charge for everyone.

Don't wait for your regular appointment if your vision suddenly changes or if you become concerned that you can't see clearly to drive. Additional examinations are all part of the free NHS eye care service. Looking after your eyes helps to keep you, and other drivers safe.

WHEN something feels off with our health, a call to the GP can be all it takes to set us on the path to good health again. But sometimes we think of our eyesight differently.

You might often find yourself thinking back to when you last had your eyes examined, if you're due an appointment, or convince yourself that your eyesight is just fine. Without regular eye tests, drivers may not realise their sight is not as good as it should be when they're out on the road.

As you get older, you might not really like driving as much as you did when you were younger but are reluctant to give it up completely.

Do you make allowances for your driving, when you drive or where?

CHALLENGING Fully coping with changing vision

BETTY DOESN'T FEEL AS CONFIDENT DRIVING IN THE DARK

"I'm not as confident at driving as I once was, particularly at junctions where I take a bit more time now. "Driving in the dark has also become more challenging." The glare from headlights can be dazzling, so I'm reluctant to drive in the evenings and I stick to short journeys on local roads. "It's important to have regular eye exams as we get older and our vision changes.

Do you avoid driving at night, stick to known routes or drive more slowly because you feel like you can't see as clearly when you're behind the wheel? It's time to have your eyes examined.

It doesn't mean you have to give up driving entirely if you don't have the optometrist with perfect 20/20 vision. It may be a case of picking up a pair of glasses or lenses, or having treatment for eye problems like glaucoma or cataracts to keep you driving safely as long as possible. There are also vouchers available to help with the cost of glasses and contact lenses if you are on certain benefits or a low income.

If you notice a change in your vision, you don't have to wait until your next appointment. Get in touch with your community optometry practice (opticians) right away for peace of mind.

BE ON THE SAFE SIDE

As well as detecting changes in your eyesight, an eye examination picks up eye conditions including cataracts and glaucoma, and it can also identify blood issues and neurological problems. Health conditions like high blood pressure and diabetes can also affect your driving. Better to be on the safe side and have your staff checked out if you notice any changes. Drive safely, and encourage those around you to do the same.

TIPS FOR OLDER DRIVERS

- **PREPARE FOR NIGHT DRIVING.** Wear up to date glasses or lenses and never tinted lenses at night.
- **AVOID DISTRACTIONS.** Never use your phone while driving, and hands free devices can divert your attention too which can lead to accidents.
- **PLAN YOUR ROUTE.** A satnav can be useful if you're driving a new route. Take your time on busy roundabouts on unfamiliar roads.
- **STAY ACTIVE.** Regular exercise can help to sharpen mental agility and concentration and help you stay flexible for turning the steering wheel or looking behind you.
- **DRIVE WITH CARE.** Allow more time and space to react when driving by reducing your speed and leaving plenty of room between you and the car in front.
- **REFRESH YOUR SKILLS.** Refresher courses and older driver assessments are available through most driving schools as well as national organisations such as IAM RoadSmart and Royal Society for the Prevention of Accidents (RSPA).
- **BE READY FOR WINTER DRIVING.** Ensure you have a fully charged mobile phone and keep up-to-date with the latest weather reports. Plan for any journey at www.traffic.gov.scot.

Many of us also develop conditions like cataracts which can be picked up at an eye exam and treated to keep us driving for longer."

Safer Scotland Road Safety Scotland

IS A CHANGE IN VISION AFFECTING YOU DRIVING? BOOK A FREE NHS EYE EXAMINATION TODAY. DRIVE SAFELY. FIND OUT MORE AT ROADSAFETY.SCOT

Is a change in vision affecting your driving?

If you are struggling with glare from oncoming traffic or things are not as clear as they used to be, book a free NHS eye examination today. Drive safely.

For more information visit www.roadsafety.scot

#ArriveAlive

Road Safety Scotland Scottish Government

Implementation

SMART objectives



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OBJECTIVE	TARGET	RESULT
Campaign recognition	40%	60% ✓
Campaign engagement (Using RUSTIC-M model)	70%	79% ✓
To achieve 25% planned action amongst those recognising the campaign	25%	64% ✓

Pavement Parking





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The law



The Transport (Scotland) Bill introduced a national ban on pavement parking which came in to force in December 2023 to ensure our pavements and roads are safer and more accessible to all.

Understanding the impact



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“I had to go onto the road and my guide dog was hit by a car.”

“Because I can’t rely on my hearing I literally take my life into my hands when I go on the road.”

“People don’t realise that moving a wheelchair under any circumstance is tiring, so if you then have to shunt it onto the road it’s exhausting as well as dangerous.”

“I don’t like to go on the road, you feel anxious even with a sighted guide.”

“It’s a nightmare getting past with a buggy.”

Key insights from drivers



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Drivers had a lack of thought to the impact of their parking on others



Confusion about the illegality of pavement parking



Often pavement parking is very commonplace and normalised



Drivers mitigate their 'blame' for pavement parking with excuses

Two campaign aims



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1. ■ Clearly communicate the law has changed

2. ■ Communicate the consequences of parking on pavements, including impact on more vulnerable groups

Campaign creative



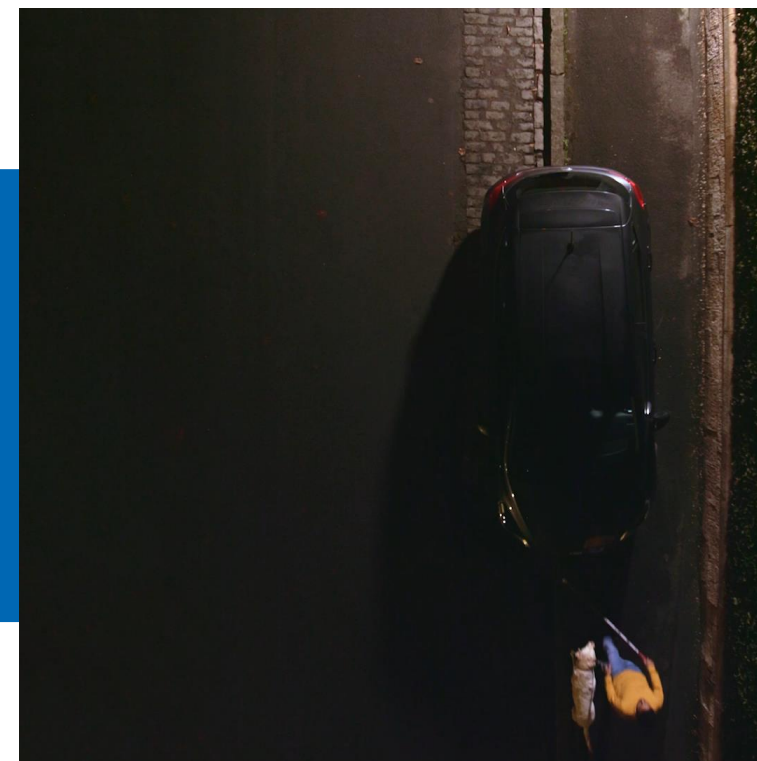
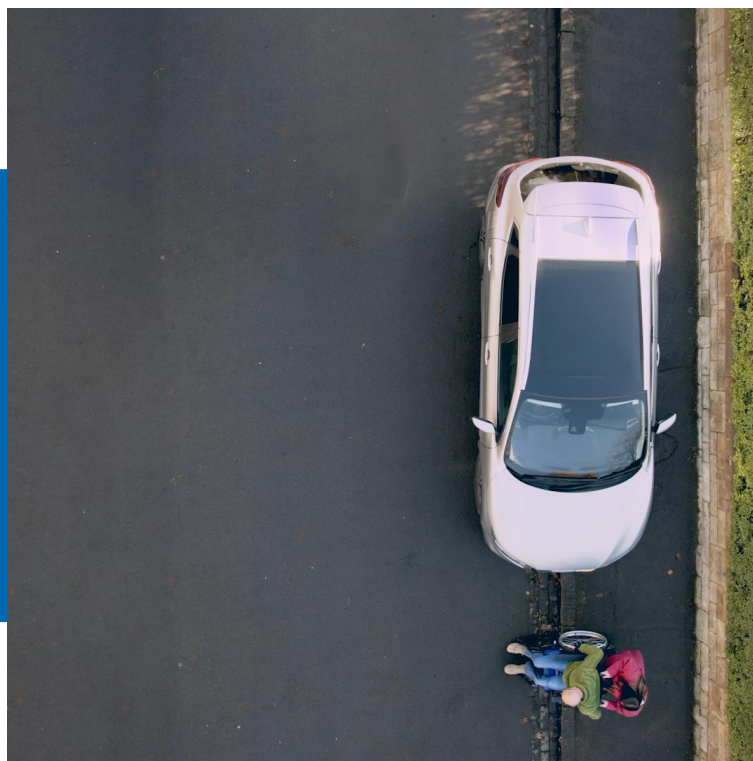
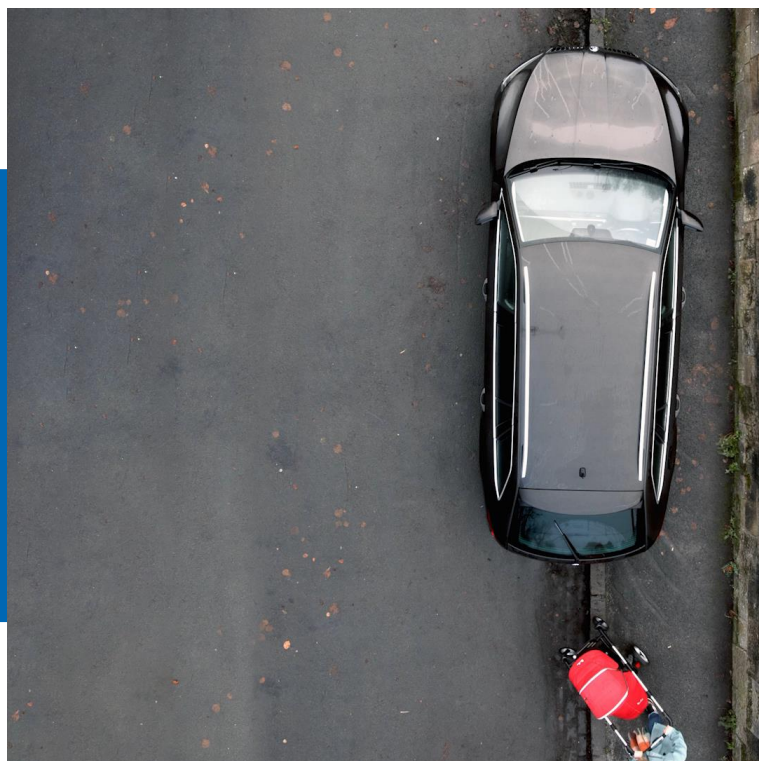
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Results



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OBJECTIVE

To ensure 71% of 18-54 drivers in Scotland know that parking on pavements (both partially or completely) is illegal

TARGET

71%

RESULT

82%





Vulnerable Road Users

The aims

40% reduction in pedestrians killed or seriously injured

20% reduction in cyclists killed or seriously injured

30% reduction in motorcyclists killed or seriously injured



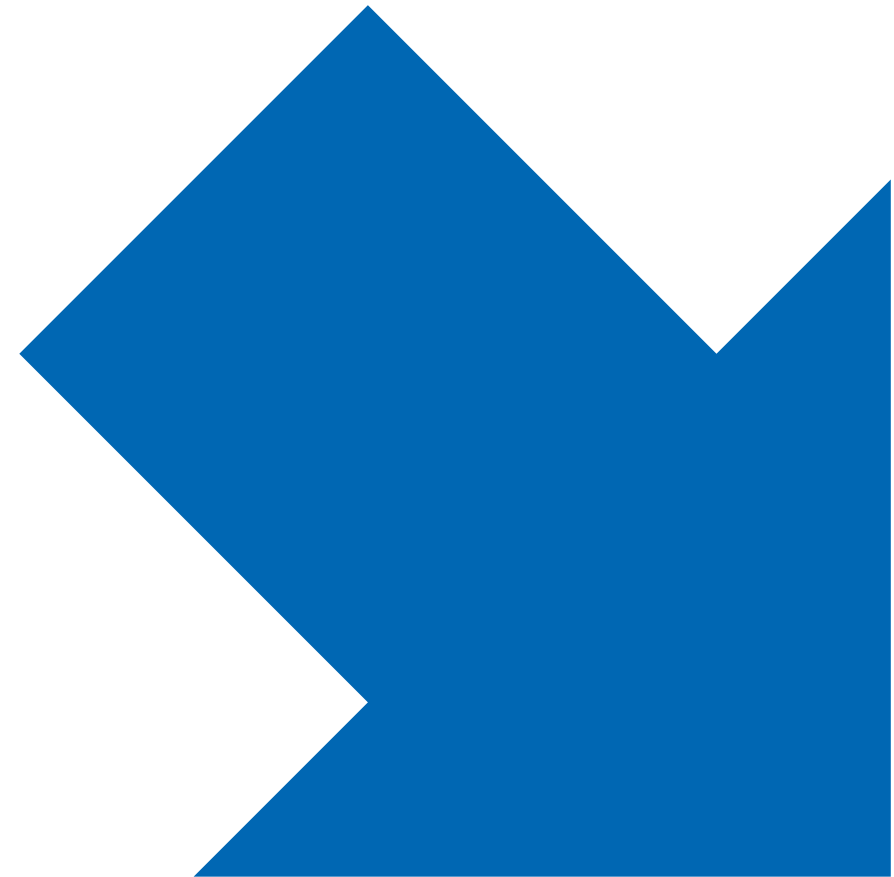
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Background



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As the Scottish Government continues to promote active travel this will lead to an increase in the number of vulnerable road users on the roads.

Highway Code changes in January 2022 states **those who can do the most harm carry greater responsibility.**

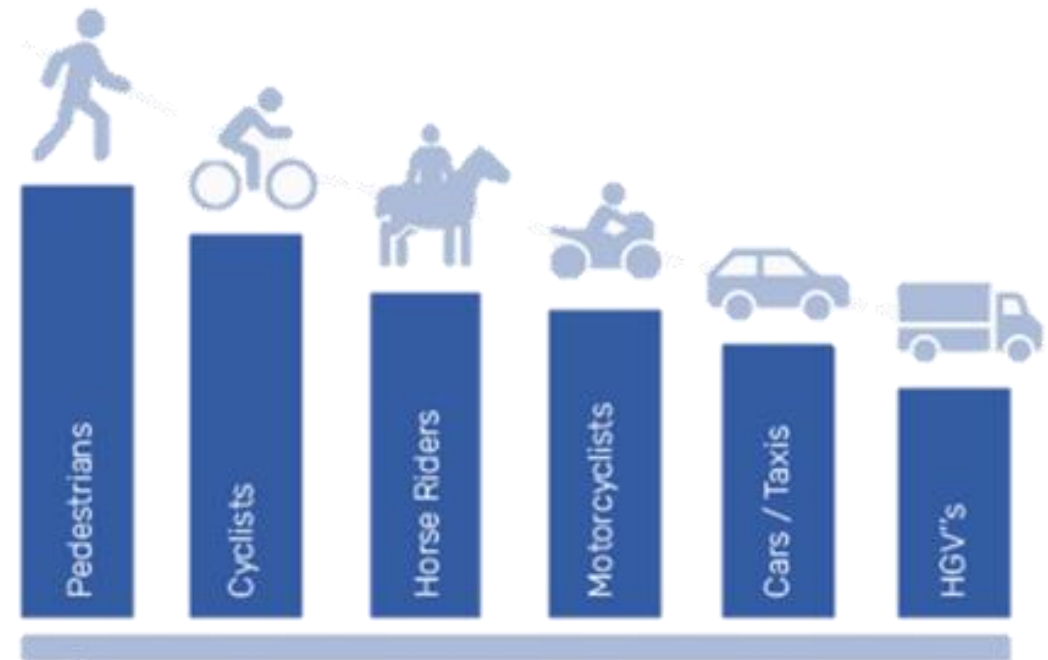


Figure: Hierarchy of road users

Why these groups?



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**18% increase
in pedestrian
casualties**
compared to
previous year

**93% of
pedestrian
casualties**
occurred on
built up roads

After car users
(57%)
pedestrians
represent
second largest
category of
casualties (16%)

Learnings from insight



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All drivers want to stay safe on the roads



Over half feel a significant level of responsibility for safety of other road users



Most recognise pedestrians as being most at risk



Feel other road users pose a serious risk to them



6 in 10 admit they can get irritated by the behaviour of other road users



8 in 10 agree that other road users need to consider how their actions impact drivers

The car driver always seems to get the blame but other road users act irrationally, it doesn't seem fair

Implications



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- ➔ Pedestrians and drivers may interchange roles but ultimately **operate in silos**.
- ➔ Direct **discussion of hierarchy** of road users in comms will lead to **deflection** by drivers and shifting of blame.
- ➔ Drivers accept some of duty of care but are **not prepared to shoulder all responsibility**.
- ➔ Should be **wary of victim blaming** pedestrians who do not present as great a risk to others.
- ➔ Resulting campaign must **unite these disparate groups** around a shared and credible goal

Core objective



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Encourage drivers and pedestrians, but particularly drivers who pose the greatest harm, to reflect and act on the notion of shared responsibility on our roads

Identifying the behaviour



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Distraction



Failing to look



Failing to judge a
vehicle's path or speed



Careless/reckless/in a
hurry

Campaign proposition



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The road is a **shared space**.
We must **concentrate**, at all
times, when using it.

Up next



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**Young
Drivers**



Speed



**Drug
Driving**



Motorbikes



Thank you!

Shelagh Considine & Gillian Howell | Heads of Safer Marketing
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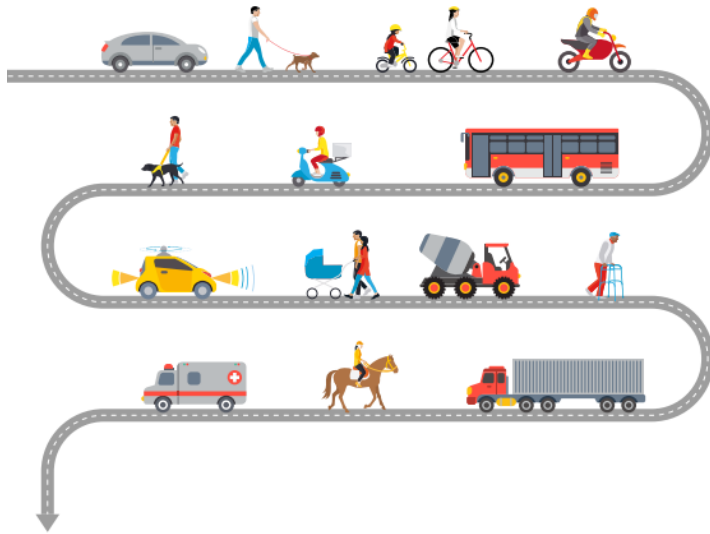
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How should we create safe side road junctions?

Robert Weetman

Presentation summary

We have not shared the slides used in this presentation because they aren't useful outside of the presentation – however the research discussed can be found at:

<https://www.livingstreets.org.uk/inclusivedesign>

That page also links to recordings of presentations introducing the reports.

As a reminder, this presentation focused on asking whether Scotland should consider a much greater reform of how its streets work. We pointed out that our research on continuous footways had established issues with their implementation in Britain. We suggested they had been provided in situations where traffic flows and speeds were too great, and that designs had facilitated that speed and flow, with their resulting failure to prioritise pedestrians. We suggested that Dutch “exit constructions” were the inspiration for continuous footways, and pointed at how their use in the Netherlands is as an integral part of a substantially reformed street structure based on their safe systems policy. We described that street structure.



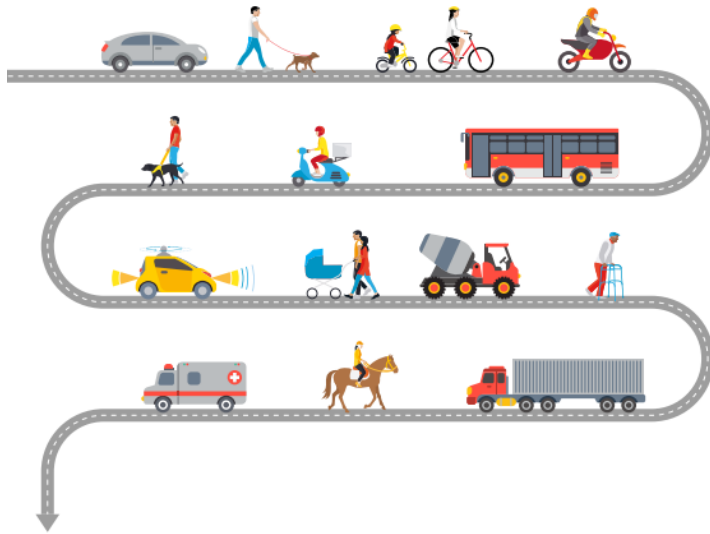
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Safe Vehicles – Influencing Choices

Jessica Truong

Secretary General, Towards Zero Foundation

NCAP FOR SAFER CARS...WORLDWIDE

Promote a market for safety by raising awareness of the car buying public and encouraging manufacturers to build safer vehicles



Ten NCAPS or similar bodies active in Asia, Australia, Europe, Latin America and the USA

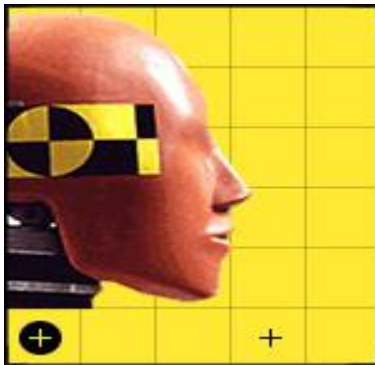
UN General Assembly Resolution – Improving Global Road Safety

The resolution *‘proclaims the period 2021-2030 as the Second Decade of Action for Road Safety, with a goal of reducing road traffic deaths and injuries by at least 50 per cent from 2021 to 2030...’*.

Why Vehicle Safety Matters

If every vehicle could be upgraded to the safest vehicle of the same age and market group, fatal & serious injuries could be reduced by a third

(Budd & Newstead, 2020)



The Urgency of Now

Low & Middle Income Countries:

Motorising rapidly

Account for about half of new car production and sales worldwide

Challenge

- ▶ Over **1.35M people** killed each year
- ▶ **8th** leading cause of death
- ▶ **50M** injuries annually
- ▶ **#1** killer for ages 5-29
- ▶ **93%** of road deaths occur in low- and middle-income countries



World Motor Vehicle Production 2022

	Country	Cars	Commercial Vehicles	Total
1	CHINA	23836083	3184532	27020615
2	USA	1751736	8308603	10060339
3	JAPAN	6566356	1269163	7835519
4	INDIA	4439039	1017818	5456857
5	SOUTH KOREA	3438355	318694	3757049
6	GERMANY	3480357	197463	3677820
7	MEXICO	658001	2851071	3509072
8	BRAZIL	1824833	544936	2369769
9	SPAIN	1785432	434030	2219462
10	THAILAND	594057	1289458	1883515
	GLOBAL PRODUCTION TOTAL	61598650	23418078	85016728

NEW MOTOR VEHICLE PRODUCTION SCENARIOS 2030



BUSINESS AS USUAL

Assumes a total car production increase of 2.6% per year, the average car production growth from 2000-2019, and results in a total of 1.4 billion new vehicles.



ZERO GROWTH

Repeats the 2019 car production figure across the next decade and results in a total of 971 million new vehicles.



20% DECLINE

Forecasts a reduction of car production figures by 20% by year 2030 compared to 2019 production figures and results in a total of 858 million new vehicles.

Table 10. Minimum vehicle technology requirements at 2030.

Technology	Passenger Vehicles	Heavy Vehicles	Powered Two-Wheelers
AEB Bicyclist	✓	✓	N/A
AEB Head-On	✓	✓	N/A
AEB Intersection	✓	✓	N/A
AEB Pedestrian	✓	✓	N/A
AEB—Rear End	✓	✓	N/A
Alcohol Interlocks	✓	✓	N/A
Electronic Stability Control	✓	✓	N/A
Emergency Lane Keeping	✓	✓	N/A
ISA—Advisory (with a preference for ISA Limiting where possible)	✓	✓	N/A
Lane Keep Assist	✓	✓	N/A
Motorcycle ABS	N/A	N/A	✓
Motorcycle Daytime Running Lights	N/A	N/A	✓
Seatbelt reminder	✓	✓	N/A
Underrun protection for heavy vehicles—front, side, rear	N/A	✓	N/A

Table 11. Minimum vehicle technology requirements at 2050.

Technology	Passenger Vehicles	Heavy Vehicles
AEB Bicyclist	✓	✓
AEB Head-On	✓	✓
AEB Intersection	✓	✓
AEB Pedestrian	✓	✓
AEB Rear-End	✓	✓
Electronic Stability Control	✓	✓
Emergency Lane Keeping	✓	✓
Geofencing	✓	✓
ISA—Limiting	✓	✓
Lane Keep Assist	✓	✓
Seatbelt Interlocks	✓	✓
Underrun protection for heavy vehicles—front, side, rear	N/A	✓

How Safe Is This Car?



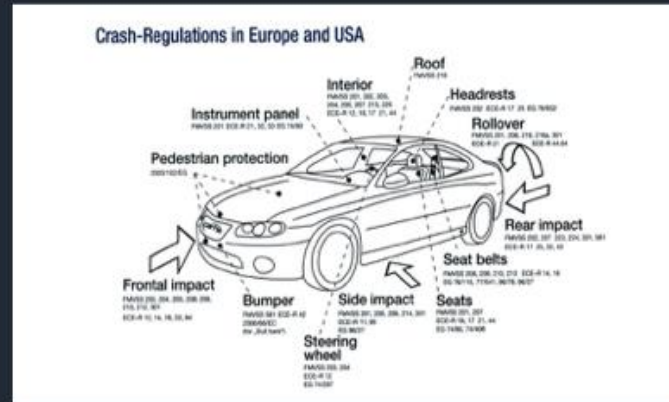
Vehicle Safety's Winning Formula

Vehicle Safety's Winning Formula

Government Regulation



Consumer Demand

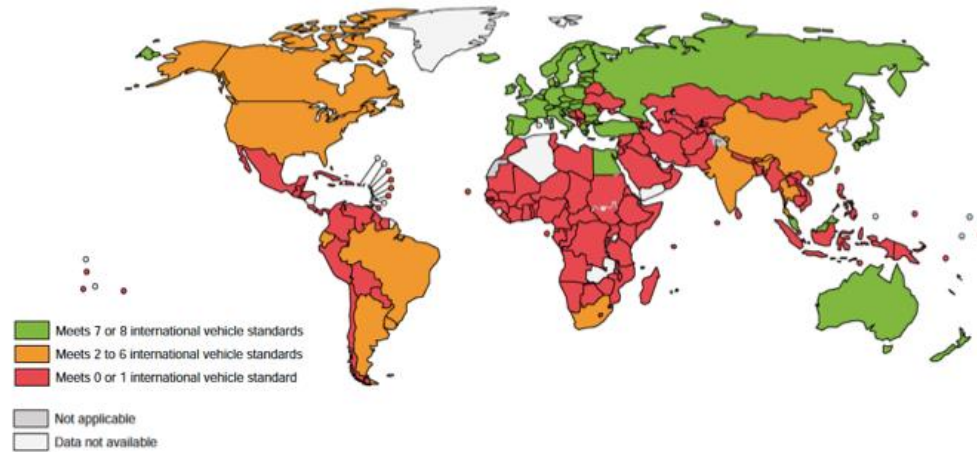


The Need for Regulations

UN Priority Safety Standards

- Seat belt anchorages
- Safety belts & restraints
- Frontal collision
- Lateral collision
- Electronic stability control
- Pedestrian protection
- Child restraints
- Motorcycle ABS

*Or equivalent national standards
(eg: FVMSSs)



Only 40 out of a total of 193 UN Member States fully apply 7-8 of the most important UN safety regulations and these are overwhelmingly high-income countries

TARGET **5**
2030




Target 5: By 2030, 100% of new (defined as produced, sold or imported) and used vehicles meet high quality safety standards, such as the recommended priority UN Regulations, Global Technical Regulations, or equivalent recognized national performance requirements.

Global Road Safety Performance Targets

In April 2018 the UN General Assembly endorsed 12 road safety performance targets for implementation by 2030. Target 5 sets an ambitious goal to achieve 100% fleet coverage of the following recommended UN priority regulations:

- R94 & 95 Front and Side Impact
- R140 Electronic Stability Control
- R14 & R16 Seat Belt Anchorages & Seat Belts
- R127 Pedestrian Protection
- R44/R129 Child Restraints
- R78 Motorcycle braking (ABS)

Nissan Tsuru Vs. Nissan Versa

	Nissan Tsuru
MADE IN	MEXICO
SOLD IN	MEXICO
STAR RATING	ZERO



	Nissan Versa
MADE IN	MEXICO
SOLD IN	UNITED STATES
STAR RATING	★★★★★



Nissan Tsuru VS. Nissan Versa



<https://www.youtube.com/watch?v=i5xYsDhhA1M>

https://youtu.be/N9_2PJuoHic


Nissan Tsuru VS. Nissan Versa



Nissan Tsuru VS. Nissan Versa



Impact: Nissan Tsuru Discontinued



Nissan News USA
Official Newsroom
Nissan announces end of production date for the Tsuru in Mexico



CAMPAIGN SUCCESS: NISSAN REMOVE THE 'ZERO STAR' TSURU CAR FROM PRODUCTION

07 November 2016

FORTUNE AUTOS - AUTO SAFETY

Why Nissan Is Killing One of Its Most Famous Auto Models

npr

Crash Test Dummies Show The Difference Between Cars In Mexico And U.S.

November 20, 2016 - 10:00 AM ET



Mexico News Daily

New safety standards mean no more Tsurus

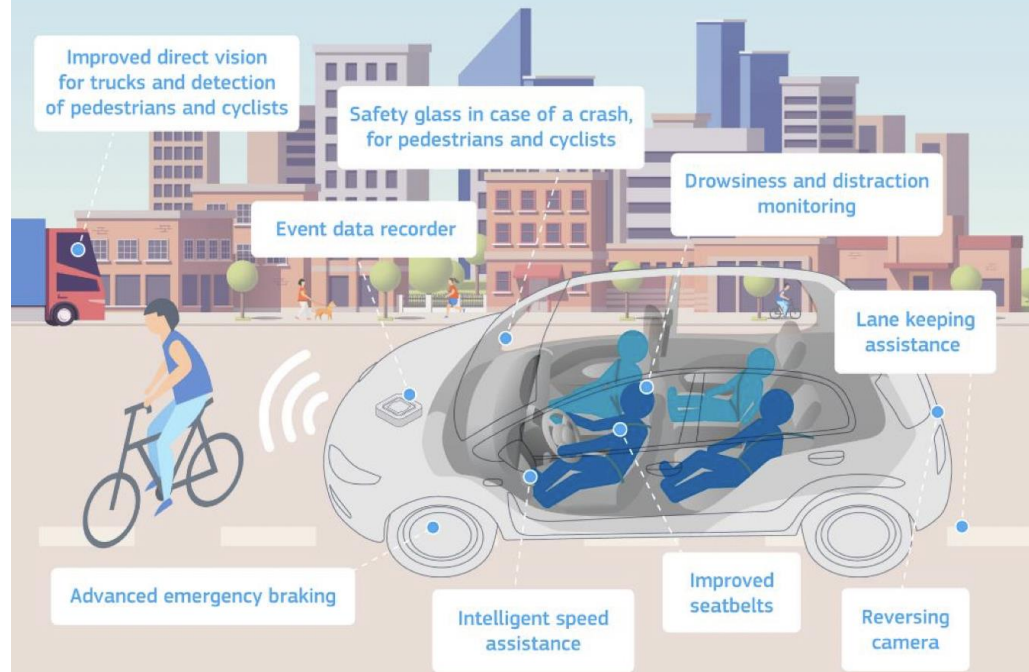
Nissan announces the model's termination after nearly three decades

Published on Wednesday, June 15, 2016



Europe on the Move

New safety features in your car




NCAP FOR SAFER CARS...WORLDWIDE

Promote a market for safety by raising awareness of the car buying public and encouraging manufacturers to build safer vehicles



Ten NCAPS or similar bodies active in Asia, Australia, Europe, Latin America and the USA

Why Pick a 5 Star Car?

★ ★ ★ ★ ★ vs. ★ ★ =  risk of serious and fatal injuries*
23%

AND

 of each ★ = 20% - 25%  risk of serious injury to the driver**



No airbag and poor body shell integrity gives zero stars. But just adding an airbag makes no difference...



The combination of good body shell integrity and an airbag results in a survivable crash.

Fleet Safety

- Public and private fleets dominate new car sales
- Fleet managers choices will raise demand for safer motor vehicles



The Importance Of Fleet Decisions

- Duty of care & OHS
- Reducing the likelihood of crashes
- Corporate social responsibility
- Supporting the aims of the UN Decade of Action for Road Safety/Global Goals/ ISO standard for *Road Traffic Safety Management System (ISO 39001)*



Cannot assume new cars are safer than second hand cars

LATIN  NCAP September | 2018



Hyundai Accent + No Airbags

 ★★★★★
 0.00 max. 34.00 - Adult Occupant

 ★★★★★
 16.04 max. 49.00 - Child Occupant

GLOBAL  NCAP #SAFERCARSFORAFRICA

Nissan NP300 HARDBODY - 2 AIRBAGS

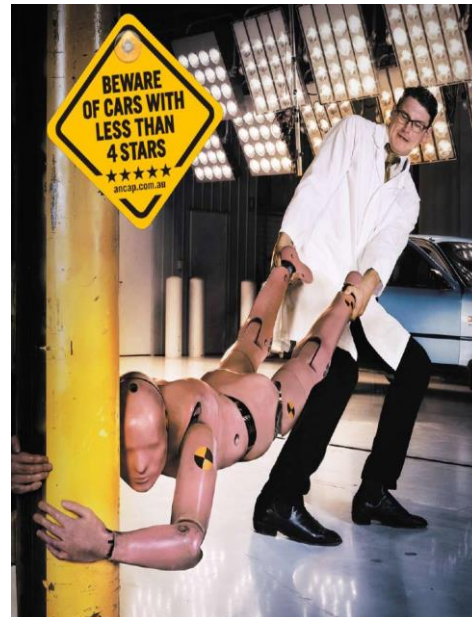
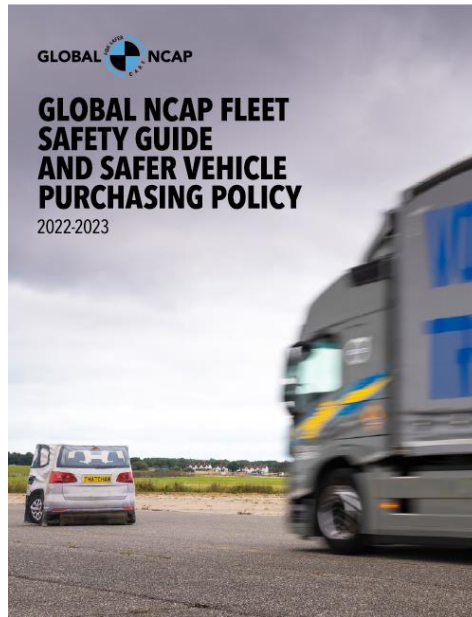


 ★★★★★
 0.00 max. 17.00 Adult

 ★★★☆☆
 14.00 max. 49.00 Child

Tested at 64 km/h Bodyshell integrity: UNSTABLE

FLEET SAFETY GUIDELINES & SAFER CAR PURCHASING POLICY 2022-2023



- Wherever possible, **choose a five star car** (and **never less than four stars**) as rated by a recognised New Car Assessment Programme and/or minimum safety regulations
- Passenger Vehicles
- Commercial Vehicles
- Heavy Vehicles
- Motorcycles

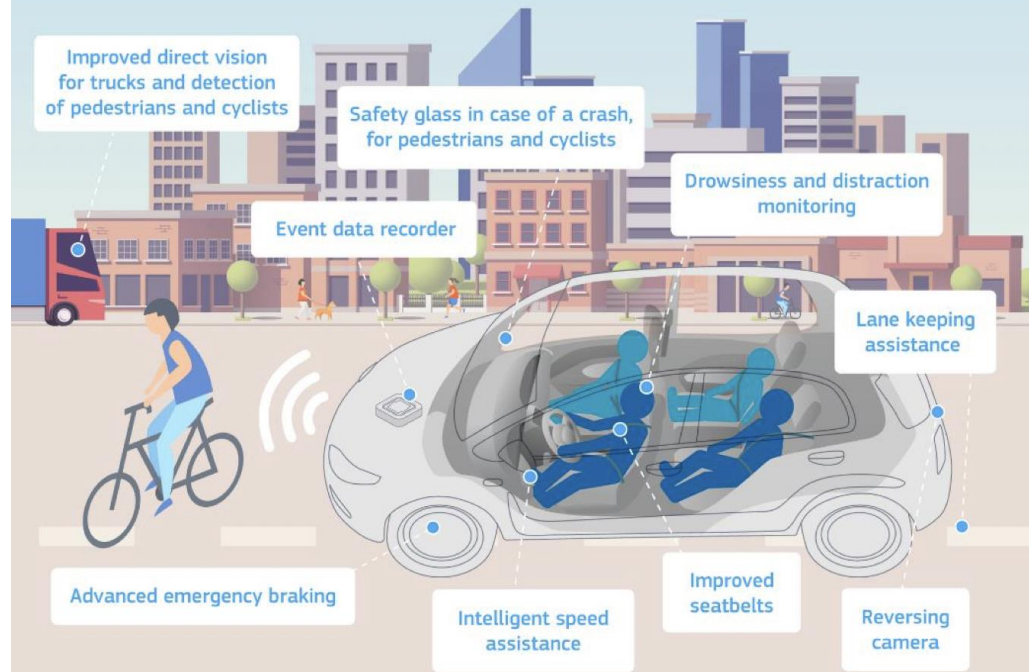


Recommended actions to ensure vehicle safety

- Require high-quality harmonized safety standards for new and used motor vehicles, safety belts, child-restraint systems and motorcycle helmets, including:
 - standards on front and side impact to ensure that occupants are protected in a front and side-impact crash;
 - safety belts and safety belt anchorage for all seats to ensure that safety belts are fitted in vehicles when they are manufactured and assembled;
 - ISOFIX child-restraint anchor points to secure the child-restraint systems attached directly to the frame of the vehicle to prevent misuse;
 - electronic stability control to prevent skidding and loss of control in cases of oversteering or understeering;
 - advanced emergency braking to reduce collisions;
 - pedestrian protection standards to reduce the severity of impact with a motor vehicle;
 - motorcycle helmets certified according to international harmonized standards;
 - anti-lock braking system and daytime running lights for motorcycles;
 - intelligent speed assistance systems to help drivers keep to speed limits;
 - eCall or Accident Emergency Call Systems (AECS) to trigger an emergency response by an in-vehicle sensor.
- Ensure that high-quality, harmonized safety standards are kept throughout the full lifecycle of the vehicle. This can be done, for example, through:
 - mandatory certification and registration systems for new and used vehicles based on established safety requirements and combined with routine inspections;
 - regulations for the export and import of used vehicles that are accompanied by inspections at entry and exit points, and mandatory periodic technical inspection of vehicles; and
 - building demand for safer vehicles by encouraging independent new car assessment programs.

Europe on the Move

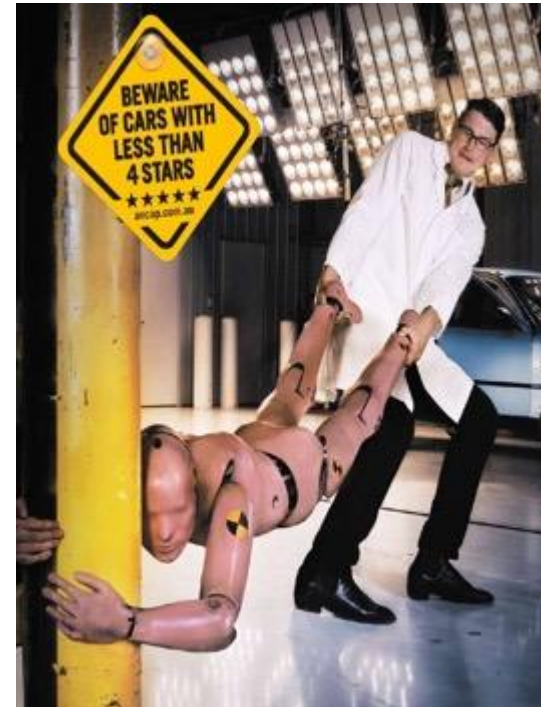
New safety features in your car





Implement & Accelerate

THANK YOU!



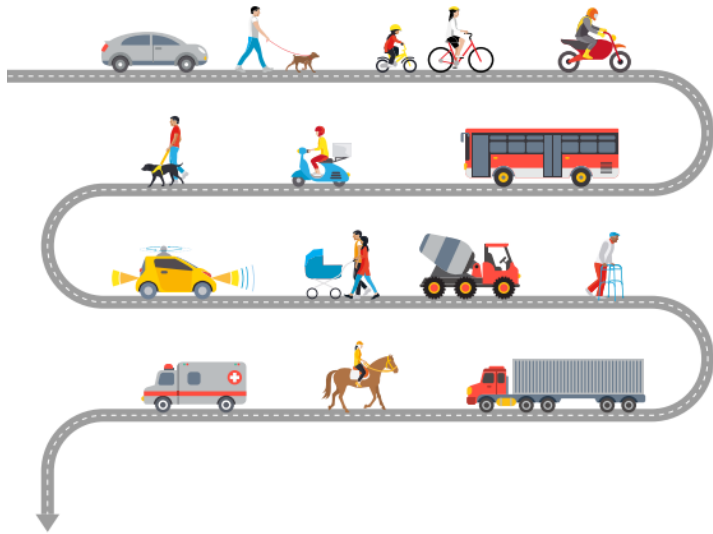
Road Safety Scotland Annual Seminar

EICC: 26 March 2024



Scotland's Road Safety Framework to 2030

Together, making Scotland's roads safer



Scotland to have the best road safety performance in the world

transport.gov.scot

