



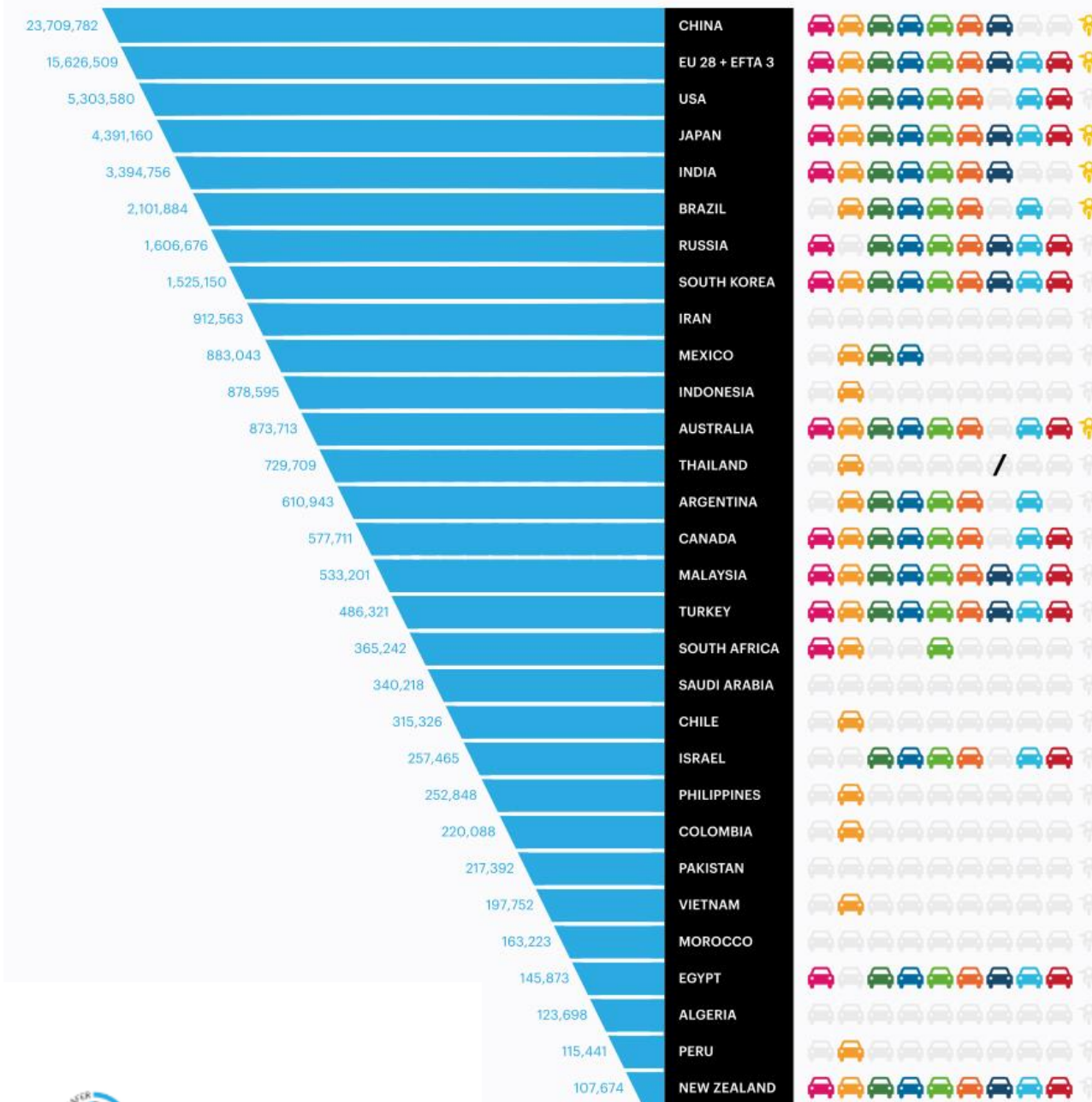
23th February 2022

CAR SAFETY IN TOP 30 MARKETS

TOP 30
66,967,536
ALL COUNTRIES
68,690,468

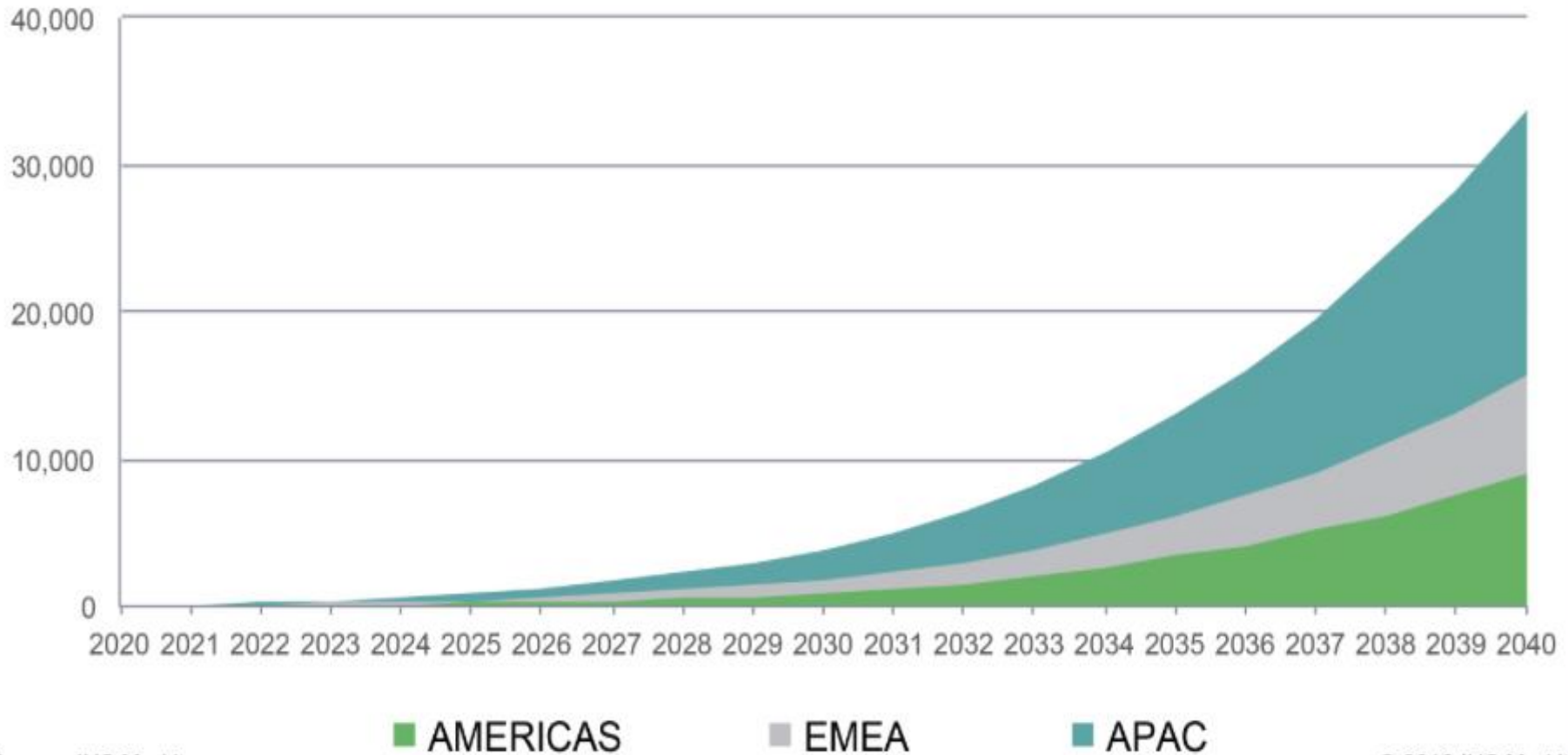
2018 SALES DATA, SOURCE: OICA

-  UN 58/98
-  NCAP
-  R94
-  R95
-  R14
-  R16
-  R127
-  R140
-  R129/44
-  R78
-  NOT MANDATORY



Safety Gains from Autonomous Vehicles...Still Decades Away

Autonomous Vehicle Sales by Region, 2020-2040



Source: IHS Markit

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Don't be Distracted by AV 'Silver Bullet' Syndrome

Waiting for driverless cars is like hoping for a perfect vaccine to eliminate a road death epidemic that we can already control with known treatments.

Stop using the cliché that human error causes 90% of crashes and the magical thinking that AVs can fix the problem!

By 2030 'business as usual' will result in another 21.7 million deaths and 875.7 million serious injuries!

To avoid this preventable tragedy we need accelerated fitment of life saving technologies that are already available, effective, and affordable...used in road environments that are more forgiving, self explaining and self enforcing. In short the Safe System approach!

All of above will make gradual AV deployment easier!



How will ADAS systems perform in real life scenarios in LAC, India and Africa?



- Pedestrians in high speed roads
- High speed roads without marking.
- Road Edge detection technologies (no lanes)
- Unpredictable road user behavior (VRU and drivers)



#SAFERCARSFORAFRICA

#SAFERCARSFORINDIA

Thank you very much
for your attention.

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