

Intelligent Speed Assist

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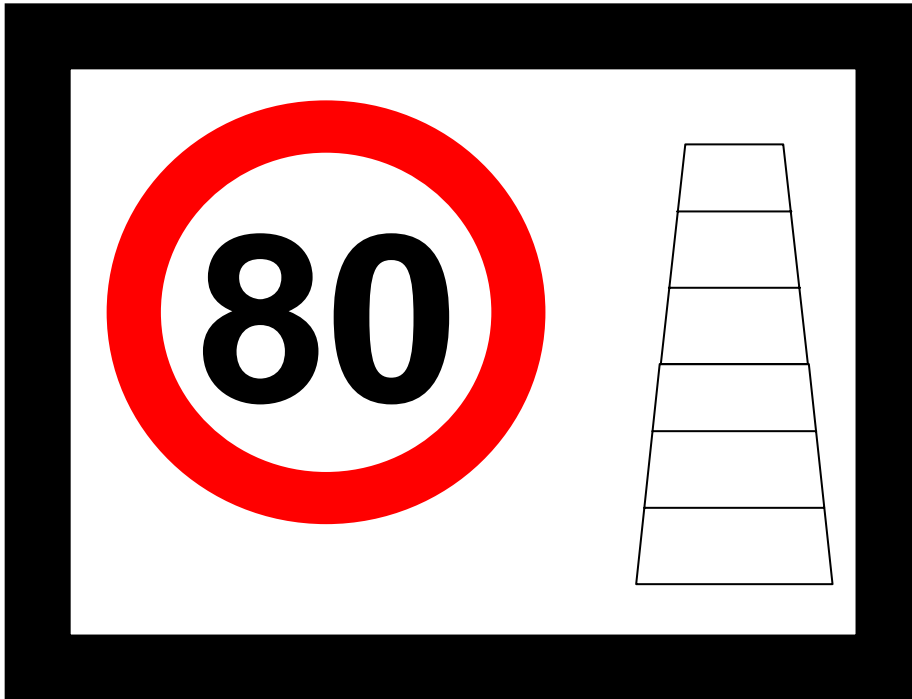
SafeRoads Conference
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TAC SafeCar Project

- Commenced in June 1999
- TAC “SafeCar” project first Australian in-vehicle ITS research and demonstration project
- A number of technologies were investigated including Intelligent Speed Assist (ISA)



ISA display



- Designed to warn driver if speeding
- GPS / on-board computer
- Graded warnings if exceed speed limit
- “Informative” and “active” options



ISA Results from SafeCar Project

ISA reduced:

- average speed by up to 1.4km/h
- 85th percentile speed by up to 2.7 km/h
- proportion of time spent traveling 5km/h or more over the limit reduced by 57%

ISA Demonstration Project - aims

- Building understanding of ISA and its capability among decision makers and the Victorian Community
- Assessing its acceptability
- Signalling government interest in ISA
- Creating a community climate conducive to exploring and developing markets for ISA
- Creating an embryonic market for ISA



Potential markets

Company Fleets

- Approximately 30% of driver deaths arise during work related travel
- OHS responsibility to provide safe working environment
- Desirable to include safety features/technologies such as ISA



Potential markets

Recidivist Speeders

- Possibility of introducing legislation similar to that for recidivist drink drivers and alcohol interlocks

Heavy Vehicle Operators

- 18% of fatalities involve heavy vehicles
- Speed management can assist with decreasing fuel consumption

Potential markets

Community

- Speed limit changes have increased in an attempt to protect vulnerable road users
- ISA can assist the community to know the speed limit changes and abide by them
- Can assist with inadvertent speeding and thus avoid fines



How can local government assist?

ISA can help reduce speeding and make the community safer place.

Local government can assist by:

- including ISA as a 'desirable' in your vehicle purchase policy
- encourage fleet uptake
- act as an advocate for the technology



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