



PREVENT CRASHES

Automated driver assistance systems keep vehicles in the right lane and below speed limits, detect hazards and brake in an emergency.

PROTECT PEOPLE

Seatbelts, airbags and 'forgiving' vehicle parts protect people inside and outside the vehicle in a crash. Vehicles must pass stringent crash tests.

MANAGE DRIVER SAFETY

Vehicle technology detects unsafe driving behaviour (e.g. due to tiredness) and informs authorities.

SAFE VEHICLES

Safe vehicles are designed to prevent road crashes and protect people inside and outside the vehicle if a crash does happen

LOW EMISSIONS

Ultra-low or zero emission vehicles travel long distances without recharging. Tyres, brakes and clutches produce minimal particulates.

ROADWORTHY

Vehicles are maintained to the highest standards and drivers carry out checks before every journey.

RECORD CRASHES

Event data recorders record what happens in a crash and notify emergency services immediately

Why do we need safe vehicles?

More than 1.3 million people die on roads every year and millions more are seriously injured. Every death is a tragedy and every death preventable. Safe vehicles are an important part of the safe systems approach to road safety – a shared approach to prevent death and serious injury from road crashes.

Safe vehicles save lives

New vehicle safety standards were approved by the European Parliament in 2019. Lifesaving measures include new crash testing requirements, mandatory installation of driver assistance systems, including Automated Emergency Braking (AEB), Intelligent Speed Assistance (ISA) and Lane Keep Assistance (LKA), as well as a new direct vision standard for lorries and buses to enable drivers to have a better view of other road users around their vehicle. Road safety experts estimate the measures could **save 25,000 lives** in 15 years.

STEP UP
FOR SAFE
STREETS

Step up for **Safe Streets** and celebrate the amazing design-led solutions that will allow us all to get around in safe and healthy ways, every day. Find out more at www.roadsafetyweek.org.uk

Road Safety Week

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