

Telematics

THE FACTS: TELEMATICS AND INTELLIGENT SPEED ADAPTATION

Telematics are a form of technology that can be installed in vehicles to monitor data such as speed, acceleration, braking, and crash data, like a 'black box' in a plane. Telematics can encourage drivers to drive more safely, reduce insurance costs by proving safe driving and provide evidence following a crash.

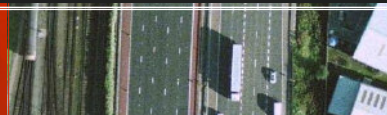
When used by organisations that operate fleets of vehicles, telematics have been found to reduce safety-related incidents by up to 50%¹.

Intelligent speed adaptation (ISA) is technology that can be installed in vehicles, which uses GPS combined with a digital map of speed limits to keep vehicles to the posted speed limit on each road. This technology could potentially make other speed control measures unnecessary and ensure all drivers comply with speed limits at all times.

There are three types of ISA:

- **advisory ISA** gives the driver immediate feedback through a visual or audio signal if the speed limit changes or they exceed the speed limit
- **voluntary ISA** automatically decreases acceleration if the driver exceeds the speed limit, but the driver can override this
- **mandatory ISA** automatically decreases acceleration if the driver exceeds the speed limit, and cannot be overridden

Controlled trials of ISA in the UK have predicted voluntary ISA could reduce road deaths by 21%, and mandatory ISA could reduce deaths by 46%. Advisory ISA is far less effective, but could still reduce deaths by 5%².

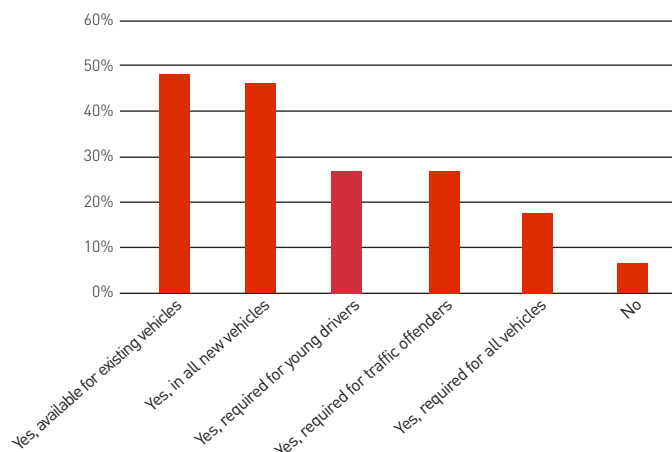


Q1: Do you think telematics should be installed in vehicles? (tick all you agree with)

Telematics can help all drivers improve the safety of their driving, not just higher risk demographics such as young drivers and previous traffic offenders. This is reflected in significant driver support for the use of telematics across the board: almost half say it should be fitted as standard on all new vehicles (46%), and that it should be available for all drivers to fit on existing vehicles if they choose. Only one in 14 (7%) think it shouldn't be used at all.

- 48% said it should be available for drivers to fit on existing vehicles if they choose
- 46% said it should be fitted as standard in all new vehicles
- 27% said it should be required to be fitted for all young and inexperienced drivers
- 27% said it should be required to be fitted for all drivers who have been found guilty of an offence
- 18% said it should be required to be fitted to all vehicles (new and old)
- 7% said it should not be used at all

Figure 1: Do you think telematics should be installed in vehicles?

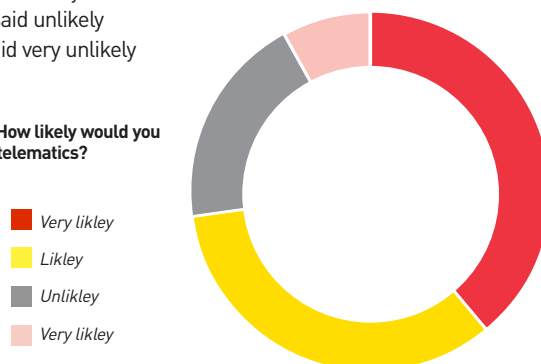


Q2: If you had the option of telematics being fitted to your vehicle, with your insurance premiums linked to how safe you drive (i.e. your premiums could come down if you are shown to drive safely), how likely would you be to take this up? (tick one)

Telematics don't just have safety advantages; they also offer a benefit to drivers' wallets. With that in mind, it is unsurprising that almost three quarters (73%) of UK drivers say they would be likely or very likely to have telematics fitted in their vehicles, given the option. Two in five (40%) said they were very likely to have telematics fitted.

- 39% said very likely
- 34% said likely
- 19% said unlikely
- 8% said very unlikely

Figure 2: How likely would you be to use telematics?



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Q3: If you had the option of intelligent speed adaptation (ISA) technology being fitted to your vehicle at no cost, would you be likely to take this up? (tick one)

Perhaps surprisingly, a majority of UK drivers are willing to relinquish some element of personal control over their vehicle if it means improving safety and avoiding penalties: almost two thirds (63%) say they would be likely to have a form of ISA (voluntary or mandatory) that automatically reduces their speed fitted if it were free. Only one in seven (14%) said they would not be likely to use any form of ISA.

- 32% said yes – mandatory ISA
- 31% said yes – voluntary ISA
- 23% said yes – advisory ISA
- 14% said no

CALLS FOR GOVERNMENT ACTION

Intelligent speed adaptation (ISA) technology is a game-changer when it comes to road safety and has the potential to prevent thousands of needless deaths and injuries. Brake calls on governments to investigate the potential of ISA, as social acceptance increases, there is real opportunity to save lives. Now is the time to review the road infrastructure requirements and work closely with vehicle manufacturers with an aim to equip all vehicles with ISA technology.

End notes

1. *Telematics as a fleet safety tool: advantages, limitations and management mechanisms*, Brake, 2014
2. *DaCoTa factsheet on vehicle safety*, European Commission, 2012^F

