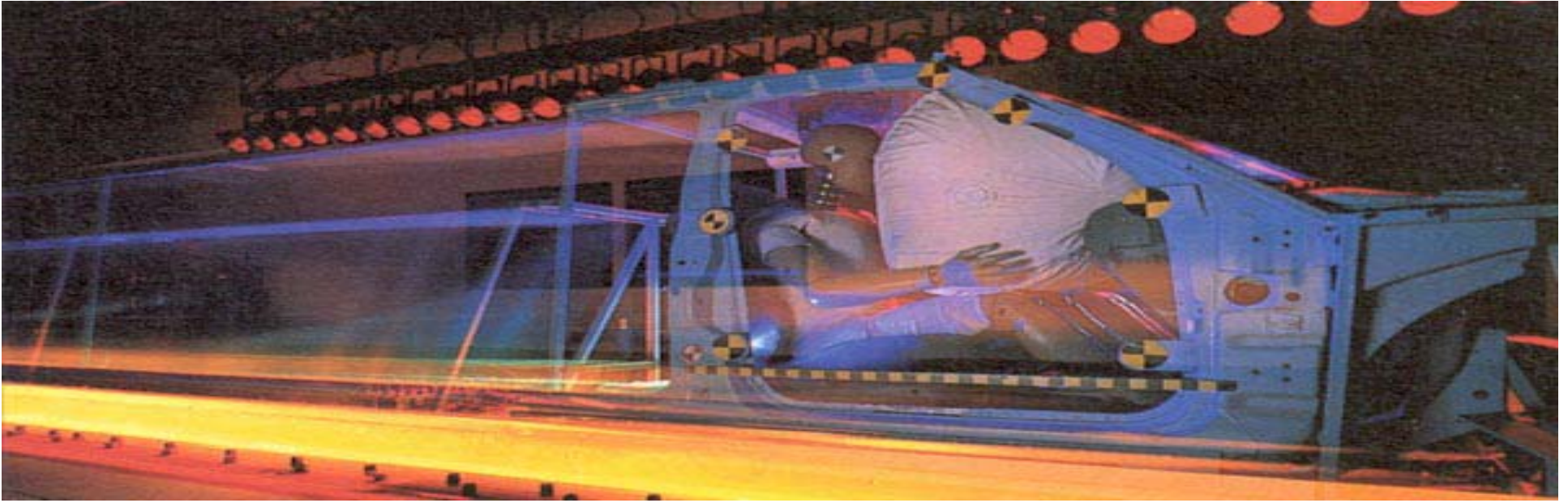




20 Years of the seat belt

Modern technology making vehicles safer for all



Al Clarke

SMMT Head of Communications



Agenda



- 1. Seat belts – have they helped?***
- 2. Road Safety and the Motor Industry***
- 3. The future***
- 4. Secretary of State for Transport***





The seat belt time-line

1958 Volvo design engineer Nils Bohlin patents three-point safety harness

1967 UK - New cars fitted with front seat belts by law

1969 UK - Seat belts included in MOT test

1970s UK – ‘Clunk-click’ advertising encourages us to belt up

1983 UK - Compulsory wearing of front seat belts

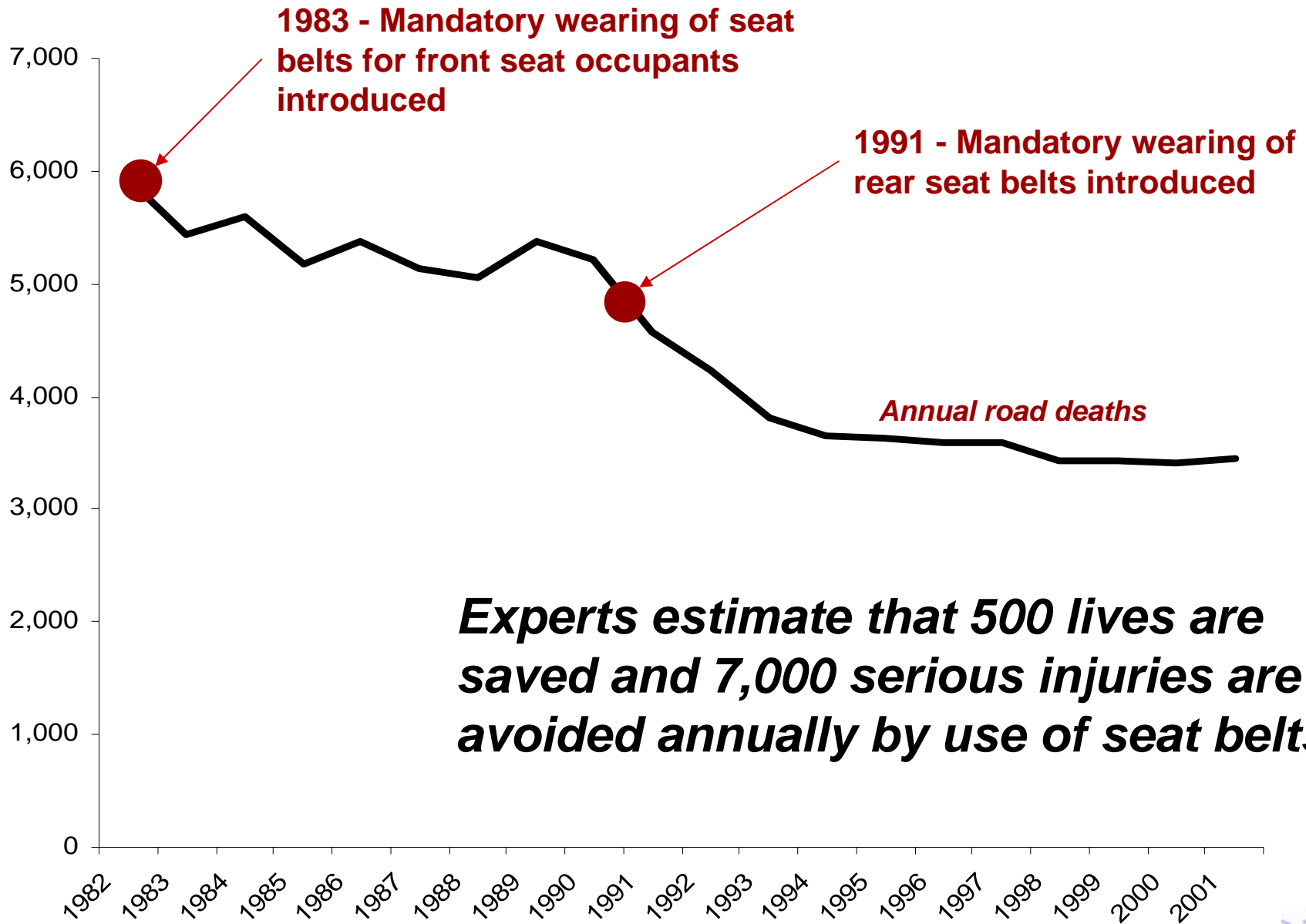
1987 UK - New cars have to be fitted with rear seat belts

1989 UK - Seat belts, if fitted, have to worn by children under 14

1991 UK - Rear seat belts included in MOT test

1991 UK - Seat belts, if fitted, have to be worn by all rear seat passengers





***Since 1983, road deaths have
dropped by 42 per cent ...***

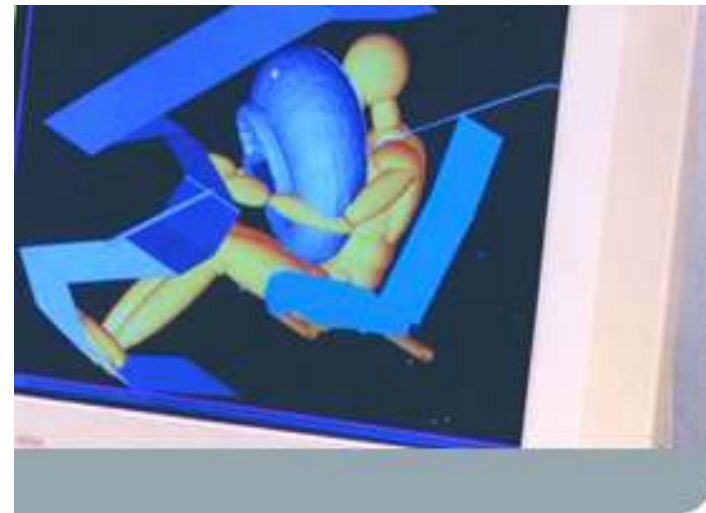


***... while the number of vehicles on UK
roads has increased by 57 per cent***



The occupants of this vehicle survived an horrific crash because of their seat belts – yet some people still fail to use them.

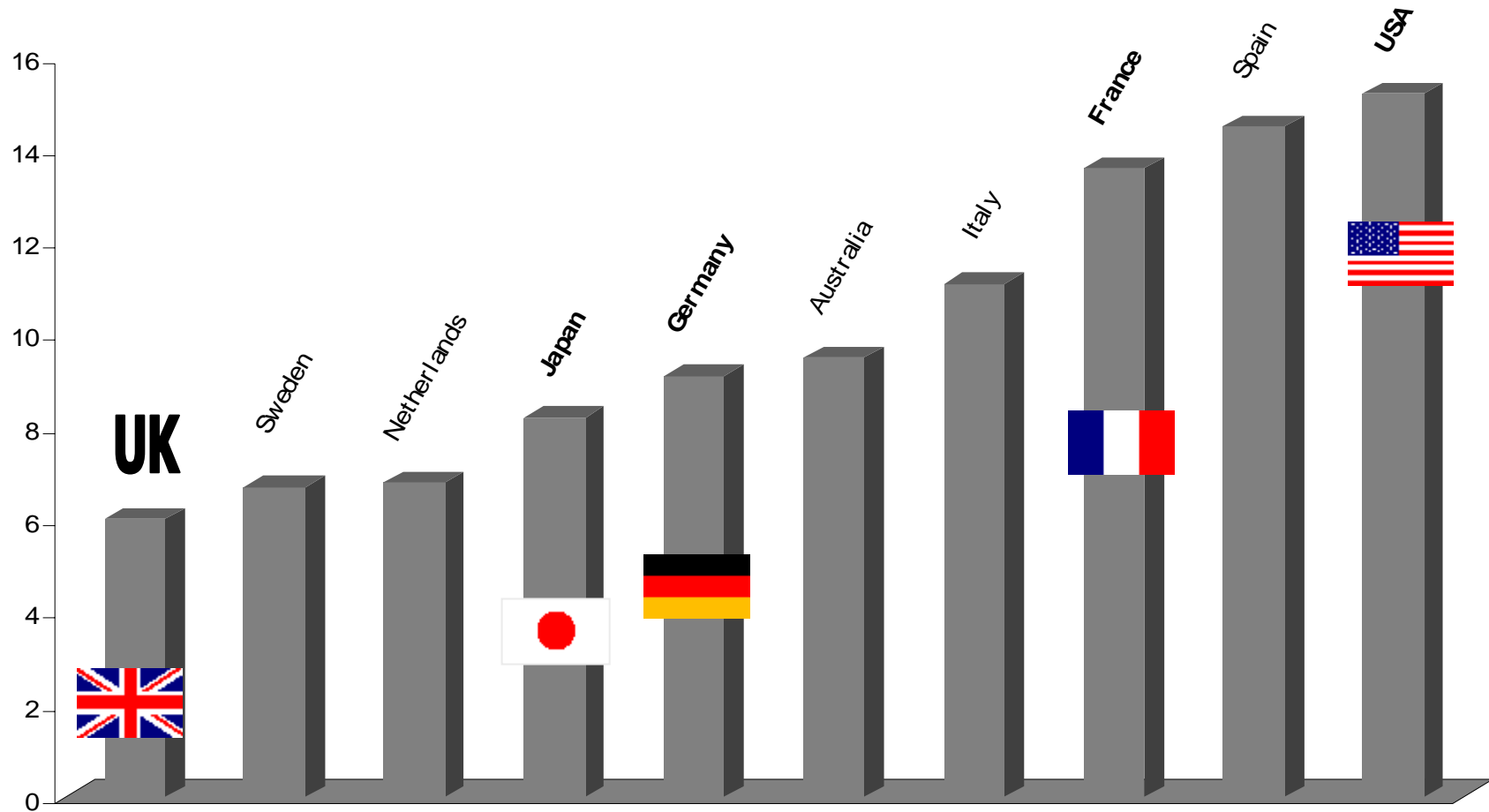
One in four Americans still refuse to wear seat belts believing it conflicts with their personal freedom.



However, the figure is improving. Last year, the National Highway Safety Administration estimated that 500 American lives were saved as a direct result of greater seat belt use in just one year.

Road deaths by country per 100,000 population

Data from OECD – International road and traffic accident database



Vehicle safety today – Technology

Honda Civic – NCAP 3 star pedestrian protection vehicle

Mercedes-Benz – ‘Pre-Safe accident prediction technology’

Saab 9-3 – The highest ever rated NCAP 5 star vehicle

Mercedes-Benz Actros - electronically actuated brakes, lane assist and intelligent proximity control

Renault – Three NCAP 5 star vehicles, Airbag Seat Belt

Seat Ibiza – Airbags, seat belt pre-tensioners

Volvo XC90 – Roll stability control, rollover protection system and a chassis designed to limit damage to other cars

LDV Convoy – PMRSA Winner



Vehicle safety today – Technology

Ford – Intelligent Protection System provides optimum occupant protection

BMW – Advanced ITS head airbag, Adaptive belt force limiter, front seat side impact protection

MG TF –NCAP 3 star pedestrian protection

Peugeot – Airbags, active head restraints, retracting steering column, electronic brake force distribution

Volkswagen – Collapsible steering columns, head impact protection technology and ISSOFIX

Michelin – Run flat detector, improved handling and retained handling characteristics even after pressure loss



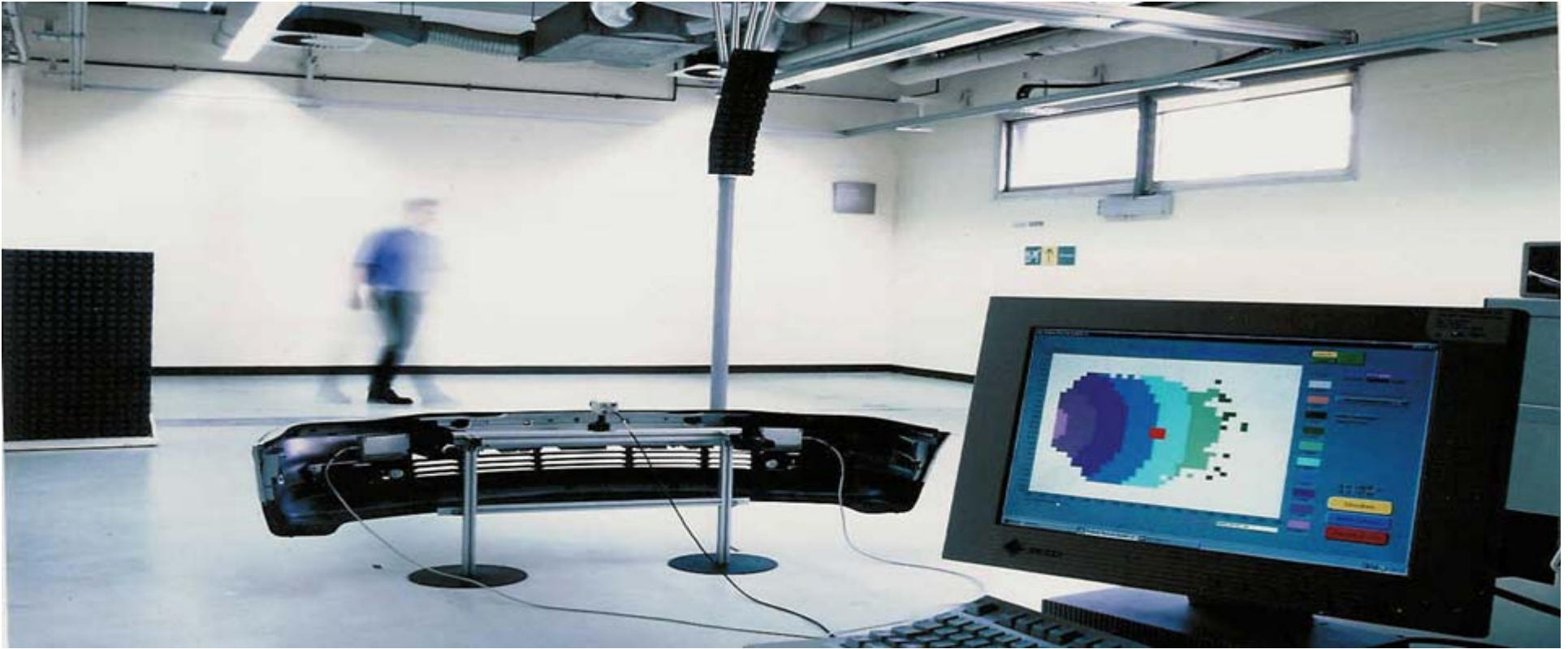


***The RAC Report on Motoring
2003 estimates that 95 per cent
of all road accidents are due to
human error***



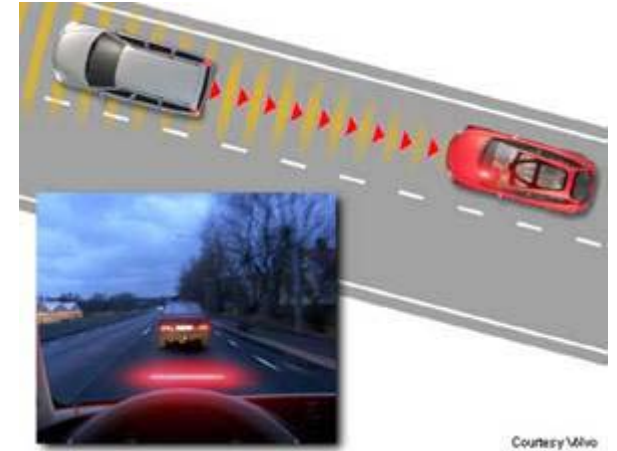
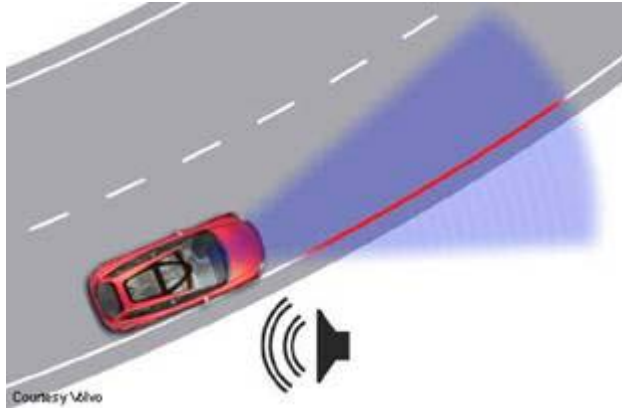
***Intelligent engineering can help - but
it can't prevent all human error***

We need to take responsibility



Picture: BOSCH

Intelligent bumpers – manufacturers are developing technology to recognise pedestrians and other objects in the path of the vehicle. The vehicle can then react accordingly.



Road Safety – The technological future

Intelligent cars, impact absorbing bonnets, night vision systems and external air-bags

But...

Road Design, Education and Enforcement - Key

What you can see today

Vehicle / Component manufacturers



The Ultimate Driving Machine



HONDA



Mercedes-Benz



VOLVO



Warwickshire
POLICE

ROADSAFE
A Partnership in Road Safety

Technology includes

Airbags

ABS

Active head restraints

Collapsible steering columns

De-coupling pedals

ESP

External protection

Intelligent transport systems

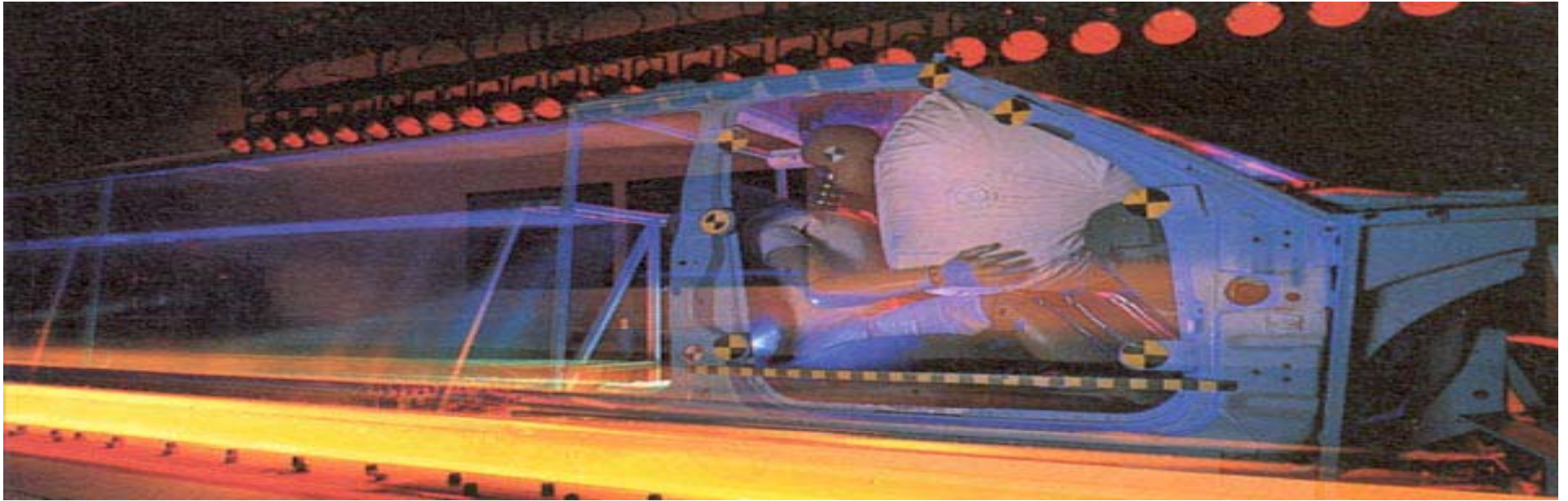
Safety cells

Side impact protection

Tyre technology

ASTRA





The Rt Hon Alistair Darling MP

Secretary of State for Transport



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