



TRAFFIC AND VEHICLE SAFETY DVR's TOP Ten Postulations

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11th April gmttb annual meeting Constance

VISION ZERO.

Keiner kommt um. Alle kommen an.



German Road Safety Council (DVR)

Members:

The DVR was founded in 1969 as an umbrella organization for governmental and private institutions involved in road safety (200 members)

Objectives:

- Development of programmes and activities
- Development, coordination and evaluation of new methods to avoid road traffic accidents
- Coordination of member activities
- Lobbying for road safety

Our strategy since 2006:

VISION ZERO.

Keiner kommt um. Alle kommen an.

Every accident is preventable – this proved to be a very powerful motivation and incentive for accident prevention.

Although it is sometimes referred to as a philosophy or vision, "Vision Zero" is in fact a strategy.

Vision Zero in traffic

- **Life is not negotiable**
- **Tolerable limits are set by the physical endurance of human beings**
- **Human beings have a right to a safe transport system**
- **Human beings are fallible**
- **A mistake in traffic may not be punished by death or severe injury**

Vision Zero – TOP TEN of DVR

- Intensify traffic supervision
- Adjust speed limits
- Prevent accidents on trees
- Increase safety of motorcyclists
- Increase safety through improvement of infrastructure
- Promote ADAS, crosslinking and automated driving

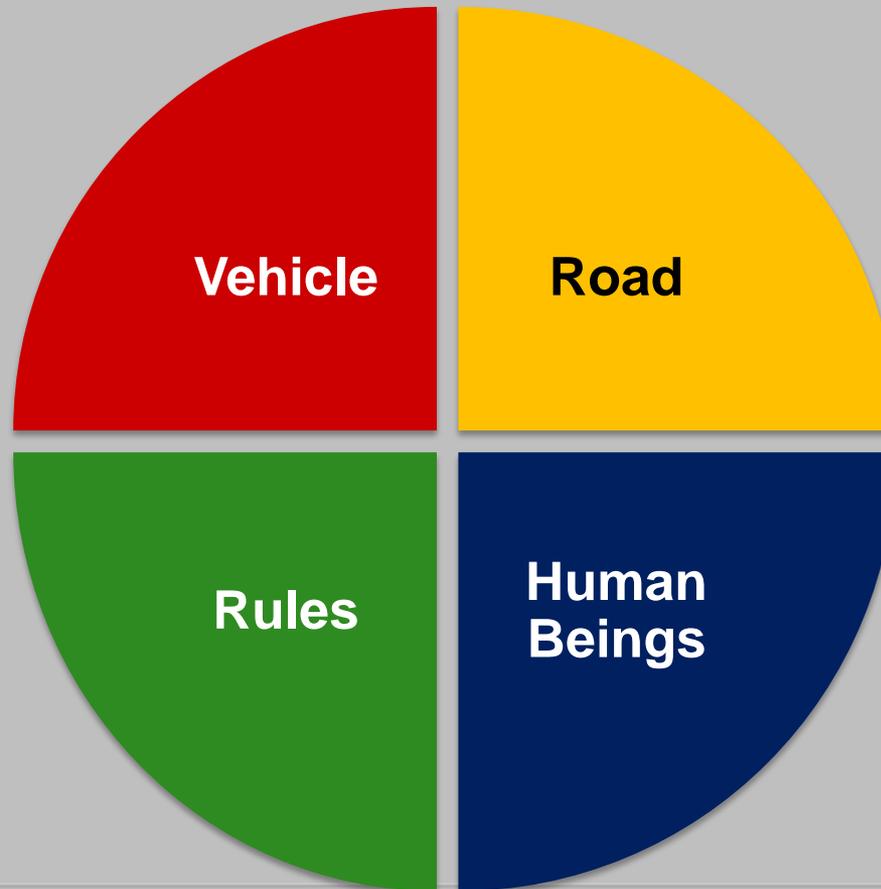


Vision Zero – TOP TEN of DVR

- Increase safety of pedestrians and cyclists
- Prevent driving under the influence of alcohol or drugs
- Enhance the qualification of novice drivers
- Reduce hazards through distraction



Vision Zero includes a package of actions



Intensify traffic supervision



Intensify traffic supervision



Adjust speed limits



Adjust speed limits

Speed limiters and ACC

Vehicle

Road

Self-explanatory roads

Rules

Human Beings

Speed limits, section control and control

Training and motivation

Prevent accidents on trees



Prevent accidents on trees

e.g. passenger protection

Vehicle

Road

Margin without trees or safety fences at trees

Special speed limits

Rules

Human Beings

Campaigns

Increase safety of motorcyclists



Increase safety of motorcyclists



Increase safety through infrastructure



Increase safety through infrastructure

car to X
communi-
cation

Vehicle

Road

e.g. visible areas
at crossroads,
self explanatory

Rules

Human
Beings

Campaigns

Promote ADAS and automated driving



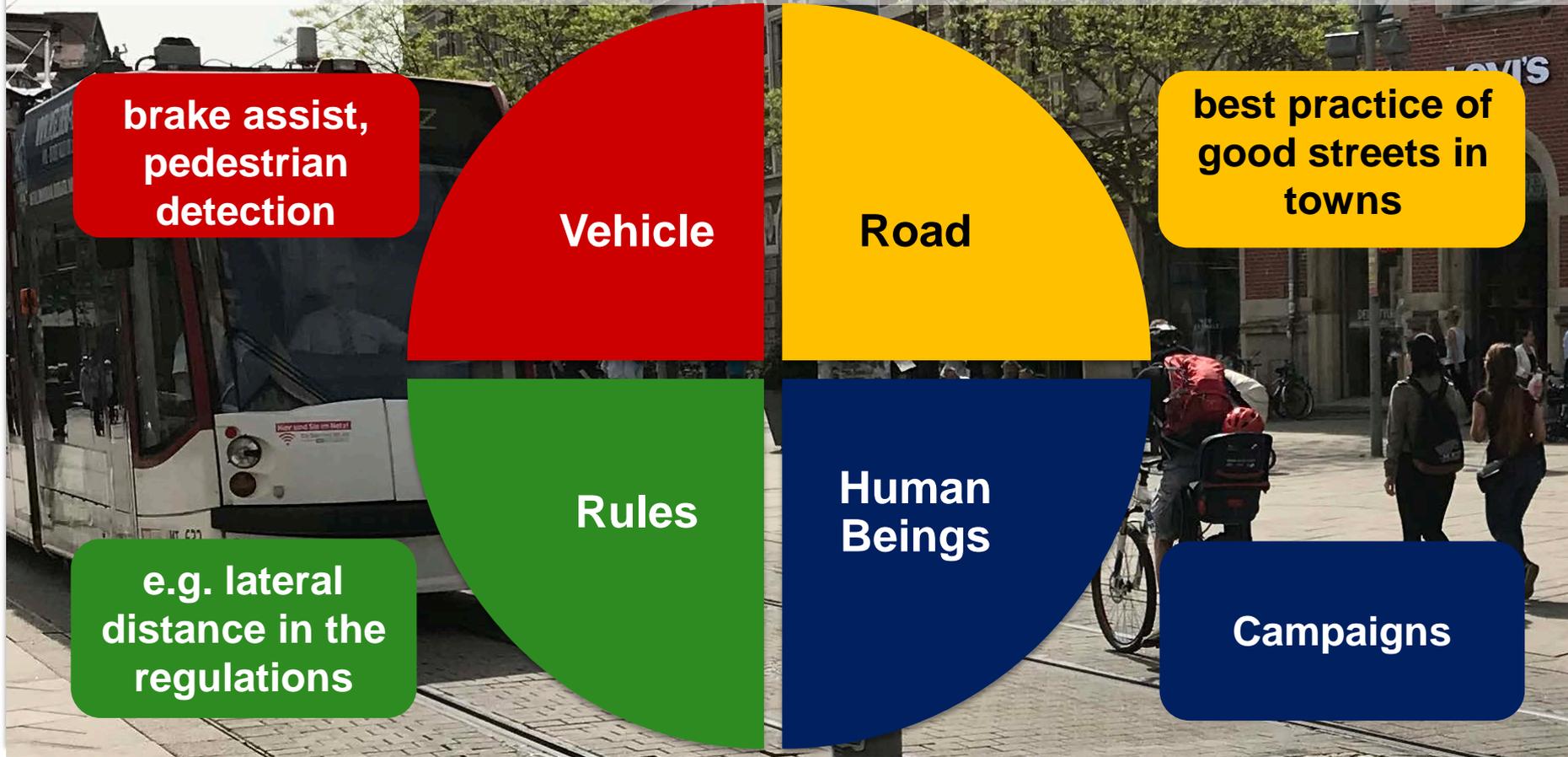
Promote ADAS and automated driving



Increase safety of pedestrians and cyclists



Increase safety of pedestrians and cyclists



Prevent driving with alcohol or drugs



Prevent driving with alcohol or drugs

**Alcohol
interlock
systems**

Vehicle

Road

Rules

**Human
Beings**

**Ban on alcohol
in traffic**

**Training
Campaigns**

Enhance the qualification of novice drivers



Enhance the qualification of novice drivers



Reduce hazards through distraction



Reduce hazards through distraction

e.g. „cell control“

Vehicle

Road

Roads without elements which can distract

Rules

Human Beings

Campaigns

Restrictions
(e.g. no phone)
and control

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