

Automotive World Briefing

The Future of Automotive Safety: Delivering a Safer Tomorrow Through Technology and Design

Wednesday 14th May 2008

The Institution of Mechanical Engineers, London

09.30 **Registration & Morning Refreshments**

10:15 **Chair's Welcome and Introduction**

Brendan Connor, Chairman, CENEX - The Centre of Excellence for Low Carbon and Fuel Cell Technologies

10:30 **Panel Session One: Advanced Driver Assistance Technology & Design**

Nick Ford, Senior Consultant, Frost & Sullivan – Automotive Transport Practice

Jim Hopton, Manager Simulation & Safety Engineering, MIRA

- Integrating Safety in Design
 - Collision Compatibility Between Large and Small Vehicles on Roadways
 - Keeping Pedestrians Safe Through Passive Safety Measures
 - Primary Safety, Secondary Safety and Crashworthiness
- Advancement of Intelligent Safety Systems – Breakthroughs & Opportunities
 - Overview of Driver Assistance Systems – Biometrics, Accident Warning, Night Vision, Radar
 - Vehicle Communication and Real-Time Data Collection
 - Overcoming Challenges in Universal Integration
 - Real Life Application and Evaluation of Effectiveness Through Testing

11:15 **Morning Refreshments**

11:30 **Open Floor Discussion & Debate with Panel One**

12:30 **Networking Lunch**

13:30 **Panel Session Two: Extending Safety Advancement to Communities and Road Systems**

Professor Benjamin Heydecker, Head of Centre for Transport Studies, University College London

James Bradford, Engineering Manager, Euro RAP

Michiel Van Ratingen, Secretary General, Euro NCAP

- Importance of Road Infrastructure as a Life Saving Measure
 - Importance of EuroNCAP, EuroRAP and safety standardisation expansion
 - Understanding Drivers' Behaviour, Perceptions and Attitudes
 - Developing Practical Safety Policy and the Role of the Government
 - Monitoring Progress Toward the 2010 Casualty Reduction Target and Initiatives
- Looking Ahead to the Future of Human Safety – Road and Automobile Synchronized
 - Ensuring Regulatory Standards Keep Pace With Technological Development
 - Impact of Integrated Systems and Intelligent Transport on Insurance Premiums
 - Capturing the Market and Removing Advancement Barriers

14:15 **Afternoon Refreshments**

14:30 **Open Floor Discussion & Debate with Panel Two**

15:30 **Chair's Summary and Closing Comments**

15:35 **Networking Drinks Reception**