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

** Please note that the programme is subject to change without notice **