

*Safety Challenge*2010

Promoting advanced vehicle safety technologies



Exhibition catalogue

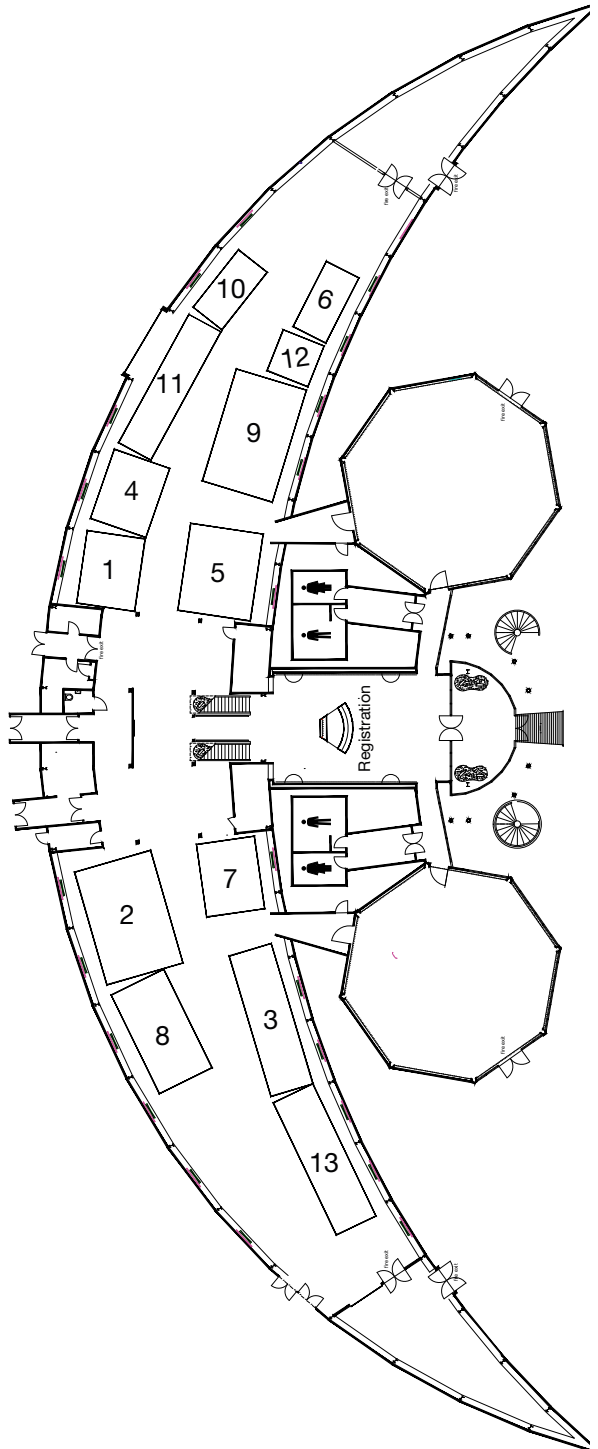
Millbrook, UK / 13 July 2010

www.eSafetyChallenge.eu



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Supported by





COMPANY PROFILE

As the world's leading automotive supplier, Bosch offers a broad range of products and services. The Bosch portfolio includes innovative components, systems, and functions in the field of vehicle safety, driver assistance, and vehicle dynamics. In this area, Bosch is inspired by the vision of injury-free driving – made possible by Bosch technology that is “Invented for life”.

#3 / STAND DESCRIPTION

Vehicle safety functions and components for passenger cars, light commercial vehicles, and motorcycles comprising:

Functions:

Antilock Braking System (ABS) for motorcycles, Predictive Emergency Braking System, Intelligent Headlight Control, Driver Drowsiness Detection, Side View Assist

Components:

Ultrasonic sensors for close-range monitoring and radar and video sensors for the mid and long range



COMPANY PROFILE

The Chassis & Safety Division (C&S) is one of the six divisions that make up Continental AG. Chassis & Safety develops and produces products and components in the field of driving safety and dynamics. In 2009, C&S achieved sales of approximately Euro 4.4 billion and employed a workforce of some 27,000 throughout the world.

#13 / STAND DESCRIPTION

ContiGuard®: is an anticipating, intelligent, damage-avoiding, comprehensive, scalable system and therefore part of our efforts to bring driving safety to all vehicle classes and markets.

Advanced Driver Assistance Systems (ADAS): Driver assistance systems make road traffic safer. They act in the background, either as individual functions or as an integrated system and play a decisive role in avoiding accidents and therefore help to save lives. On display are: Emergency Brake Assist (EBA) and EBA-City, Lane Departure Warning (LDW), Traffic Sign Recognition (TSR) and Intelligent Headlamp Control (IHC).

Motorcycle Anti-lock Brake System (MAB): To improve the active safety of motorcycles we have developed electronic brake systems for scooters and motorcycles of all classes. The MAB offers improved braking control and thus greater driving safety thanks to optimum braking.



COMPANY PROFILE

The products supplied by the Mercedes-Benz Cars division range from high-quality small cars to luxury sedans. Safety is a core brand element of Mercedes-Benz which has been a trendsetter in real world safety for the last 70 years.

#8 / STAND DESCRIPTION

Advanced Driving Simulator Assistance Systems:

S-Class with motion feedback for the demonstration of current Assistance Systems in normal and critical driving situations. Systems include:

- Radar based ACC (DISTRONIC PLUS)
- Emergency Brake Assistance
- Lane Change Support
- Lane Keeping Support
- Intelligent Light System
- Traffic Sign recognition
- Drowsiness detection

Driving for Better Business

www.drivingforbetterbusiness.com



**Driving for
Better Business**

COMPANY PROFILE

Driving for Better Business is a government-backed campaign, run by RoadSafe to raise awareness of the importance of work related road safety in the business community and public sector by using advocates drawn from these communities to promote the business benefits of managing it effectively

#11 / STAND DESCRIPTION

The exhibition will feature some business case studies showing the business benefits of managing road related risk within leading European businesses.

eSafetyAware

www.eSafetyChallenge.eu



COMPANY PROFILE

eSafetyAware is a non-profit association, which promotes public awareness of eSafety systems and their benefits. It is open to all with an interest in eSafety, and includes members from industry, public authorities, motoring clubs and other organisations.

#1 – STAND DESCRIPTION

The eSafety Challenge promotes and highlights the life-saving potential of advanced vehicle safety technologies. The activity is funded by the European Commission, FIA Foundation and eSafetyAware. Some of the world's leading racing drivers are supporting the campaign e.g. Michael Schumacher, Lewis Hamilton, Fernando Alonso, Sebastien Loeb, Heikki Kovalainen, Robert Kubica, Tom Kristensen, Timo Glock, Susie Stoddart, Marcus Gronholm, Jacques Villeneuve, and Giancarlo Fisichella.

The eSafety Challenge promotes technologies such as Electronic Stability Control, Warning and Emergency Braking Systems, Lane Support Systems, Blind Spot Monitoring, Speed Alert, and Adaptive Headlights.

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iCar Support

www.icarsupport.eu



COMPANY PROFILE

iCar Support aims to support the implementation of actions and recommendations resulting from the work of the eSafety Forum and the Intelligent Car Initiative.

#10 / STAND DESCRIPTION

One of the main objectives of the iCar Support project is to contribute to the implementation process of the European eCall system by supporting the European eCall Implementation Platform. In the exhibition stand you can get information about eCall (facts sheet, road map, citizen summary release, etc.) and receive eCall gadgets.

COMPANY PROFILE

Light.Sight.Safety is a CLEPA initiative and stands for the promotion of safety, comfort and environmental benefits of good car lighting. The initiative is addressing end users, carmakers and authorities.

Members: Automotive Lighting, Hella, Osram, Philips, Valeo, Visteon

#4 / STAND DESCRIPTION

- Mercedes E-Class headlamp with adaptive cut off line functionality available on the market since April 2009
- Functional Audi A4 AFS with BiXenon and DRL in LED
- Functional Audi R8 Full-LED section model
- 3D Xenon experience
- Demo adaptive lighting
- Results research about lighting and safety

Magneti Marelli S.p.A.



COMPANY PROFILE

Magneti Marelli designs and produces advanced systems and components for the automotive industry. The group supplies all the leading carmakers in Europe, North & South America and the Far East.

#7 / STAND DESCRIPTION

The most representative on going projects documenting Magneti Marelli commitment in safety and mobility eco system. Among the most important the following will be on show, involving different technologies:

- Camera vision and map & positioning technologies enable the following safety functions: Corner Monitoring System, Rear Vision with Parking Aid and predictive Adaptive Front Light System. Thanks to Electronic Horizon based on data fusion of map & positioning, camera and vehicle dynamics information, Magneti Marelli proposes a concept of enhanced Adaptive Front Light System.
- The eCall box: thanks to GPS and GPRS module and to the integration with the CAN network, the device is able to automatically send an emergency call in case of crash, with the immediate localization of the vehicle;
- The Active Green Driving aims to provide an assisted guidance system to the driver in order to significantly reduce fuel consumption and CO₂ emissions, through suggestion to the driver and direct intervention on active systems of the vehicle.

Make Roads Safe

www.makeroadssafe.org

MAKE ROADS SAFE
The Campaign for Global Road Safety

COMPANY PROFILE

2011-2020 is the UN Decade of Action for Road Safety. The Make Roads Safe campaign is working to ensure that countries do more to improve road safety. Together we could save millions of lives around the world and ensure the Decade is Action

#6 / STAND DESCRIPTION

Make Roads Safe is the Campaign for Global Road Safety, which has led the successful campaign for a 'UN Decade of Action for Road Safety 2011-2020'. Visit the FIA Foundation's Make Roads Safe stand to find out why the international community must now move from words to practical action.

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RoadSafe

www.roadsafe.com

ROADS△**AFE**

COMPANY PROFILE

RoadSafe is a partnership, between leading companies in the motor and transport industries, the Government and road safety professionals.

Our mission is to reduce road deaths and injuries by supporting and encouraging partnerships between the motor industry and related companies, traffic engineers, the police, public health authorities and road safety professionals to promote the safe design and use of vehicles and roads by sharing knowledge and encouraging innovation.

#11 / STAND DESCRIPTION

RoadSafe will feature a description of its work and access to its web-based knowledge centre.

COMPANY PROFILE

The UK's insurer funded research centre, Thatcham's best practice approach to vehicle safety, security and repair is recognised worldwide. The centre's practical testing and research has a vital role in the development of effective vehicle safety systems.

#11 / STAND DESCRIPTION

Through their Research News publication, Thatcham are presenting a range of published research, including reports on the latest primary and secondary safety systems, as well as an evaluation of safe seats and head restraints and associated vehicle ratings.

Stay safe and talk to the experts at Thatcham before you consider buying your next car.

THINKING HIGHWAYS



COMPANY PROFILE

Thinking Highways is H3B Media's flagship title and looks at the advanced traffic management sector from eight points of view: finance, policy, technology, strategy, integration, innovation, implementation and interoperability.

#11 / STAND DESCRIPTION

In addition to the latest edition of the magazine, H3B Media will also be showing Thinking Cars, the TV documentary on advanced driver assistance systems (ADAS) it has produced for the European Commission. Thinking Cars, funded by the EC DG INFSO, aims to raise the public's awareness of ADAS under the 30-month Smartest Cars Video Project which began on 1 January 2008. The documentary will transform the public's ideas of road safety and safe cars by asking the question: what would you rather do – be well protected in a crash or never crash at all? Visit www.thinkingcars.com for more information and a sneak preview of the trailer.

COMPANY PROFILE

For Toyota, complete safety means zero accidents. In our journey towards this vision, we are committed to developing new technologies which protect all road users - drivers, their passengers and pedestrians

Masato Katsumata , Senior Vice-President, R&D - Toyota Motor Europe

#5 / STAND DESCRIPTION

Toyota Avensis with Pre-Crash Safety system (PCS)

Toyota's PCS has been designed to predict possible collisions with other vehicles or obstacles ahead, triggering a series of intelligent safety features in order to avoid a collision or to lessen the potential impact and damage if a collision occurs.

Toyota Prius with Vehicle Stability Control Plus (VSC+)

Standard on the Prius is VSC+. During sudden handling changes or on slippery roads it adds a steering torque assist to counteract over- or under-steering.

New Toyota Auris with Hybrid Synergy Drive®

The new Toyota Auris HSD is the first full hybrid in its class. It includes a range of intelligent features to help keep you safe such as Vehicle Stability Control (VSC).

COMPANY PROFILE

TRW's focus is on developing a complete range of active and passive safety systems to help protect drivers and other road users. The company employs more than 63,000 people across 185 locations in 26 countries and posted 2009 sales of \$11.6 billion.

#9 / STAND DESCRIPTION

ADVANCED THINKING - Helping to protect people: Our sensor, electronic, driver assistance and integrated systems are raising the intelligence of vehicles.

(exposed on exhibition: Automatic Emergency Braking, Collision Mitigation Braking, Lane Support Systems)

SMART THINKING - Smart thinking is all about value: TRW is delivering enhanced value to make safety affordable for all - whether that's through modularity, integration or cost optimization. (exposed on exhibition: ESC, Tire Pressure Monitoring, Adaptive Side Protection)

GREEN THINKING - Improved fuel efficiency and reduced emissions are global targets: Beyond powertrain, TRW offers a range of technologies to meet these goals. (exposed on exhibition: Regenerative Braking, Electrically Powered Steering)

COMPANY PROFILE

Valeo is an independent industrial Group fully focused on the design, production and sale of components, integrated systems and modules for the automotive industry, mainly for CO2 emissions reduction. Valeo ranks among the world's top automotive suppliers.

#2 / STAND DESCRIPTION

A selection of Valeo's latest Advanced Lighting & Detection Systems technologies will be presented. Visitors will experience the benefits of these technologies through 3D-based demonstrators:

- BeamAtic® Premium, the breakthrough in lighting technologies: optimal visibility when driving in the dark in all situations without glaring other road users.
- Improving visibility thanks to close-to-daylight high-performance lighting, Xenon reduces night time accidents by up to 60%*.
- Blind Spot Detection, an innovative radar-based application that lets the driver know if there are any vehicles in the alert zone, particularly if the driver suddenly decides to change lanes.
- LaneGuide™, a camera-based active steering support to keep within the lane and to give the driver time to correct the vehicle's trajectory before an accident happens.

* According to TUV research carried out in Germany in 2007

Vehicle Certification Agency (VCA)

www.vca.gov.uk



COMPANY PROFILE

VCA is the UK designated vehicle Approval Authority and supports the automotive industry by providing internationally recognised type approval testing and certification to given EC Directives and ECE Regulations.

#12 / STAND DESCRIPTION

Senior VCA engineering staff will be on hand to explain the vehicle type approval process and the services it can provide, both in the UK and overseas. In addition, there will be a focus on the role advanced vehicle technologies are playing in supporting the ongoing drive to improve road safety. VCA works closely with policy leads across the Department for Transport to ensure that potential benefits of emerging automotive technologies are understood. VCA also supports industry in terms of understanding how new vehicle technology might fit within existing and future regulatory frameworks.



Produced by

eSafetyAware asbl
Rue de la Science 41
B-1040 Brussels
Belgium

info@eSafetyChallenge.eu
www.eSafetyChallenge.eu

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