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## **IAM RoadSmart, the RAC and partners urge drivers to insist on Autonomous Emergency Braking**

**IAM RoadSmart, the RAC and a coalition of road safety and motor industry bodies are encouraging private and fleet car buyers to insist on Autonomous Emergency Braking when they buy their next new car – a measure which could save hundreds of lives on our roads.**

Today (28 September) the coalition are joining together to highlight a simple but effective way to reduce death and injury on every journey. Autonomous Emergency Braking (AEB) systems apply the brakes to avoid an impending crash with another vehicle, pedestrian or cyclist. It is estimated that pedestrian and cyclist sensing AEB systems could potentially save 1,100 lives and 122,860 casualties in the UK over the next ten years.

If more car buyers insist on these systems they could deliver an extra saving of 308 fewer deaths and serious injuries by 2025 and save society £138million.

Sarah Sillars, chief executive officer of IAM RoadSmart, said: “Road safety is a shared responsibility and if individuals and fleets ensure their new cars are fitted with AEB we can all make a contribution to safer roads for vulnerable users now.”

David Bizley, Chief Engineer. RAC Motoring services added: “AEB has been demonstrated to reduce the number and severity of accidents, and can therefore contribute to a further reduction in casualties on UK roads. It will be fitted as standard on new vehicles from the early 2020s but until then, the RAC is encouraging members and indeed all purchasers of new vehicles to

select models fitted with pedestrian and cyclist AEB. By choosing vehicles fitted with pedestrian and cyclist sensing AEB and rated as 5\* for safety by EuroNCAP, drivers can be confident that they are doing their bit to keep our roads among the safest in the world.”

Peter Shaw, CEO Thatcham Research said: “There’s an urgent need to change the consumer and fleet mind-set around car safety. Especially when AEB can cost as little as £200. Safety should be a deal-breaker, not a nice to have. If it doesn’t have AEB, it shouldn’t be a sale.”

Gerry Keaney, CEO of the BVRLA said: “If the combined buying power of fleets and government procurement can be harnessed to adopt AEB it could deliver substantial accident savings very soon.”

Richard Burnett, CEO of the RHA said: “The Road Haulage Association fully supports the coalition’s calls to accelerate the uptake of vulnerable road user detecting AEB systems. Measures such as this need very little consideration – if the system has the potential to save lives then what’s to consider? AEB systems have been fitted as standard to almost all newly registered heavy goods vehicles since November 2015.

“No matter how good a driver’s skills may be, the road network remains a dangerous place. Any measure that can be taken to reduce that danger and the subsequent reduction in the risk of accidents is an obvious solution to a long standing, and distressing problem.”

The coalition includes experts on car and road design, fleet operations, driving for work, driver training and human behaviour who have contributed statistics, campaign materials and research to highlight key issues in road collisions. Together they can show the benefits of bringing safer cars onto our roads.

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## **Notes to Editors**

The full coalition of road safety and motor industry bodies are: RAC Motoring Services, RoadSafe, EuroRAP, Thatcham Research, Nick Ross, MCIA, FTA, EuroNCAP, RHA, BVRLA, FIA Region 1, Sean Edwards Foundation, PACTS, SMTA, RoSPA, Graham Feast Consultancy, Caravan and Motorhome Club, RAC

Foundation for Road Safety Research, Transport Focus, Road Victims Trust, NFDA.

## **About the RAC**

First formed in 1897 the RAC has been looking after the needs of its members and championing the interests of motorists for 120 years.

Today it has more than eight million members and is one of the UK's most progressive motoring organisations, providing services for both private and business motorists. Whether it's roadside assistance, insurance, buying a used car, vehicle inspections and checks, legal services or up-to-the-minute traffic and travel information – the RAC offers a solution for all motoring needs. The RAC is committed to making motoring easier, safer, more affordable and more enjoyable for drivers and road users.

The RAC is the motorist's champion and campaigns to support the interests of its members and UK motorists at a national level. This includes voicing concerns about the increasing cost of motoring, particularly the price of fuel and the high level of tax levied on it, advancing levels of road safety, and supporting the needs of all drivers, from young to old.

The RAC's annual [Report on Motoring](#) – first published in 1989 – provides a clear insight into the concerns and issues facing today's motorists.

For the very latest news on UK fuel prices, check [RAC Fuel Watch](#) or follow [#racfuelwatch on Twitter](#). RAC Fuel Watch is a comprehensive guide to the latest UK unleaded petrol and diesel prices – both at the wholesale level and at the pump. RAC Fuel Watch analyses how prices changed through the previous month and compares the most recent prices with those from three, six and 12 months before.

Key facts:

- RAC patrols fix four out of five vehicles at the roadside and on average within 30 minutes
- RAC vans carry more than 500 parts and tools to get members' vehicles going again
- 92% of members would recommend RAC Rescue to their friends

and family

## Contacts



### **RAC Press Office**

Press Contact

[press.office@rac.co.uk](mailto:press.office@rac.co.uk)

Emails monitored during normal office hours. For breakdown queries, call 0330 159 0740

ISDN number on request