![ICORSI - Independent Council for Road Safety International]

International Symposium

Road Safety Around the World: Future Concerns

19 March 2018

Future safety technologies for low cost vehicles in LMICs

Jacques Faure

THE UNIVERSITY OF **CHICAGO**
CENTER IN PARIS

Recommended citation

Faure, J. (2018) Future safety technologies for low cost vehicles in LMICs*. Presentation at ICoRSI International Symposium *Road Safety Around the World: Future Concerns,* 19 March 2018, Paris. Independent Council for Road Safety International*, www.icorsi.org/icorsi-pblications.*

Declaration

The presentations included in this volume were prepared for discussion at the ICoRSI International Symposium *Road Safety Around the World: Future Concerns,* 19 March 2018, Paris. The papers may be published subsequently in a different form.

Contents may be reproduced with attribution to authors.

FUTURE SAFETY TECHNOLOGIES FOR LOW COST VEHICLES IN LMICS

GROUPE RENAULT

AGENDA

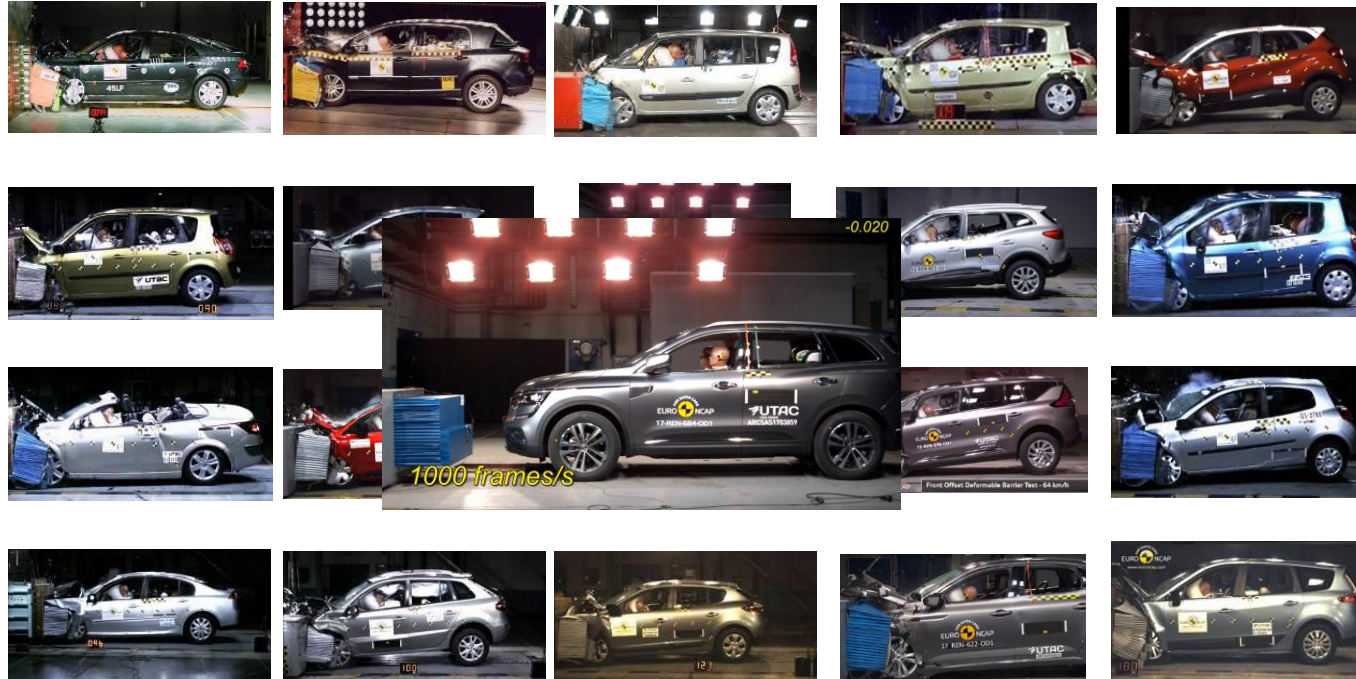**01** Renault & Safety

02 Safety as a system

03 LMICs : a car manufacturer's perspective

04 Application to LMICs

History…

For Renault, Safety has been a long term commitment

02

Safety as a system

RAISE AWARENESS

PREVENT

CORRECT

PROTECT

RESCUE

Normal driving

Rupture

Emergency phase

Post collision

Collision

GROUPE RENAULT
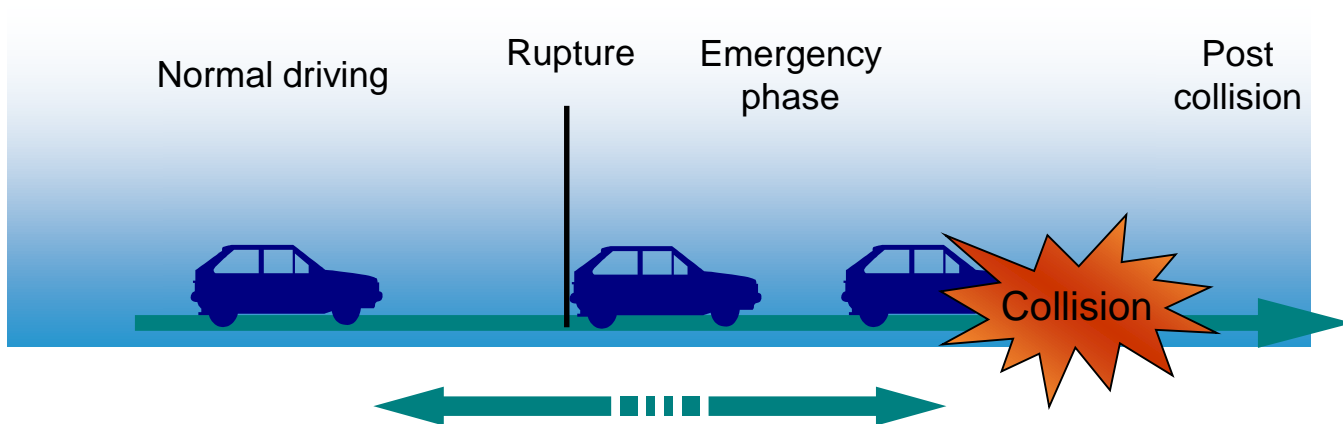
RAISE AWARENESS … sharing and developing knowledge for future generations of road safety specialists and road users

PREVENT … alerting drivers to potential risks, because prevention is better than cure

CORRECT … providing safety systems to help out drivers in difficult or emergency situations

PROTECT … maximising protection for all road users in the event of a crash

RESCUE … optimising post-crash intervention for first responders and emergency crews

GROUPE RENAULT

	Human Being	Machine	Environment
Pre-event			
Event			
Post-event			

03

A car manufacturer's perspective

MANUFACTURER'S PERSPECTIVE

- **We are concerned about safety !**

- **Sustainability is key**
  - Code of Ethics => protection
  - Societal inputs (environment, road safety)
  - Profitability

- **Awareness is key : individual customers / fleets**

- **Carmakers will support awareness, up to a certain level.**

CARMAKER'S PERSPECTIVE

- **Carmakers => automotive business (sustainable)**

- **Sustainable => short, mid, long term profitability.**

- **Regulations : minimum level (of safety) for all.**
  - Customers MUST buy … (ESC take rate = 15% before regulation)
  - We don't implement technologies free of charge.

- **We sell to customers / fleets. We have to seduce them.**

- **We have to be competitive**

SEDUCING CUSTOMERS

- **Glamourous / technical values**

Safety is « due »

But

Safety awareness :

- **Safety ⇔ modernity**
- **Unsafe ⇔ Brand durably out of scope**

04

APPLICATION TO LMICs

WHAT IS SPECIFIC TO LMICS ? CASE OF INDIA

Renault is committed to support road safety improvement.

➔ **Like in other Regions, we need to better understand**

➔ **Since the beginning of its presence in India,
Renault tried to see how to support data collection.**

➔ **Today,
we are happy to be supporting**

**together with NISSAN
through RNTBCI**

NATRiP

MAIN STRATEGY

- **Accidentology certainly specific, … but solutions likely to be same than in HICs**

- **Innovation is costly and uncertain (esp ADAS)**

- **We need a reliable yet competitive supplier network to move forward**

« replay old history, taking short cuts »

MAIN STRATEGY

« replay old history, taking short cuts »

- **Renault is involved in the FiA – UNECE initiative, and actively participates to the on-going technical discussions for the Automotive Industry Voluntary Commitment.**

- **Basic & rugged technology needed => proven efficiency, reliability, availability**

- **Innovations will come later (AEB for instance => adaption to local road conditions is extremely costly)**

Budget car
Price list starts from 2,7 Lakh INR (~3400€)

Budget car
Price list starts from 31000 (~7700€)

THANK YOU