

# FUTURE SAFETY TECHNOLOGIES FOR LOW COST VEHICLES IN LMICS

# AGENDA

01

Renault & Safety

02

Safety as a system

03

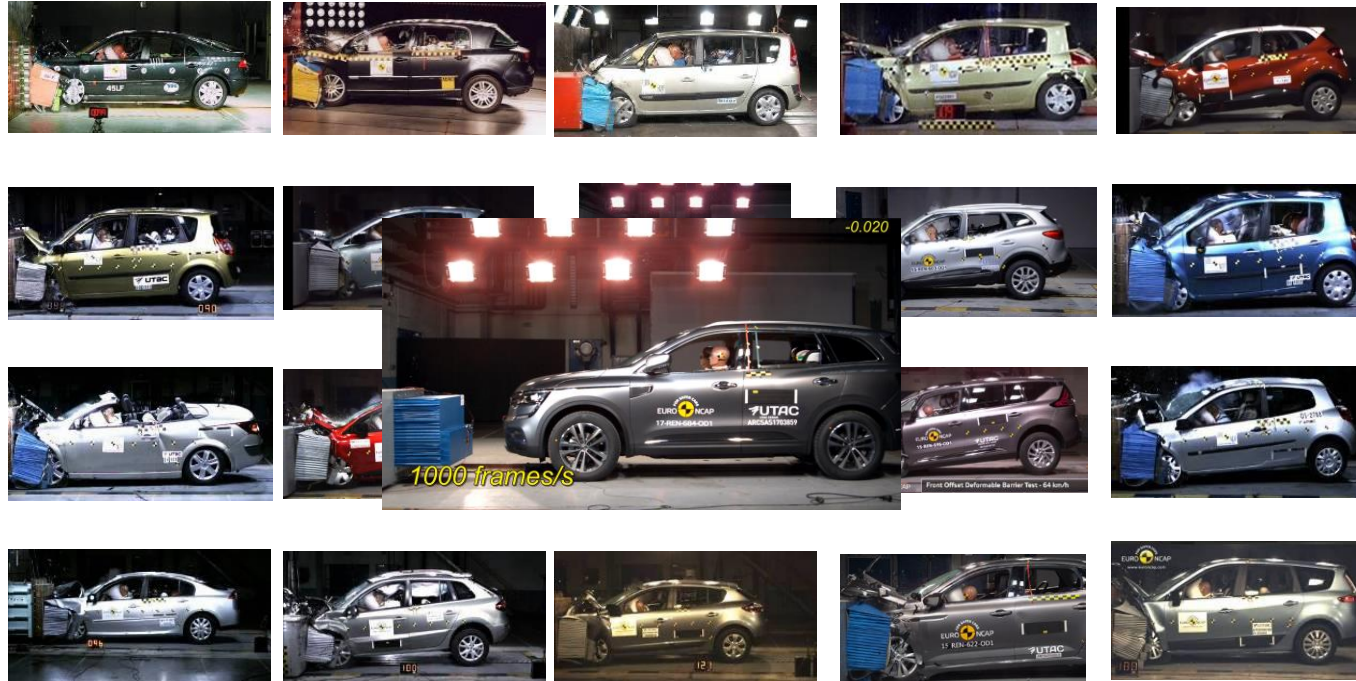
LMICs : a car manufacturer's perspective

04

Application to LMICs

**For Renault, Safety has been a long term commitment**





# Based on RWS analysis

1954 : Laboratoire de Physiologie de Renault  
1969 : Laboratoire de Physiologie  
et d'Accidentologie Renault-Peugeot



14 000

Vehicles

19 000

People

50 000

Injuries



02

**Safety as a system**



RAISE AWARENESS



PREVENT



CORRECT



PROTECT



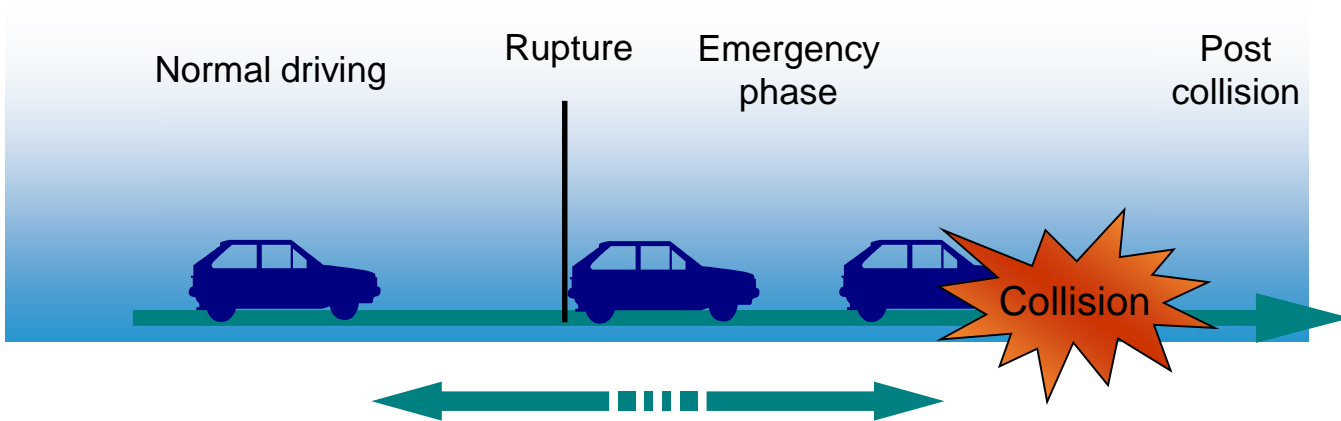
RESCUE

Normal driving

Rupture

Emergency phase

Post collision





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





	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

- **Glamorous / 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**