

# Tomorrow's Driver Demands

***8<sup>th</sup> annual ASECAP Road Safety Conference***  
**“Road safety and mobility for the future”**

**Oliver Schmerold, CEO ÖAMTC**



## Driver demands regarding cars and traffic

→ not too many differences between today and the future

Individual mobility should be fast, safe, affordable, smooth, predictable, comfortable.

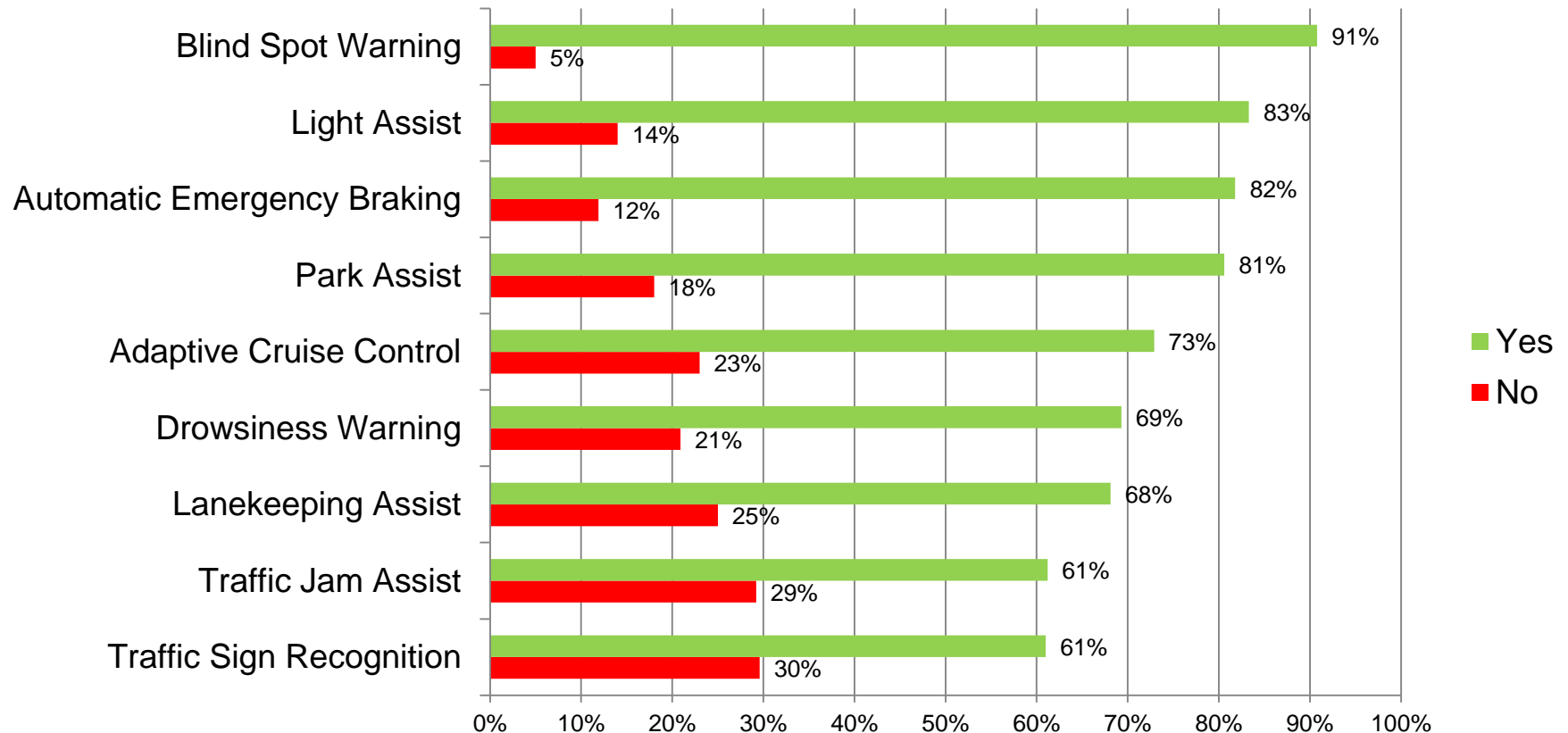
Roads, infrastructure and vehicles have to meet driver's demands:

- roads in perfect condition and perfectly maintained with easily understandable guiding systems
- safe vehicles with driver assistance systems for comfort and safety

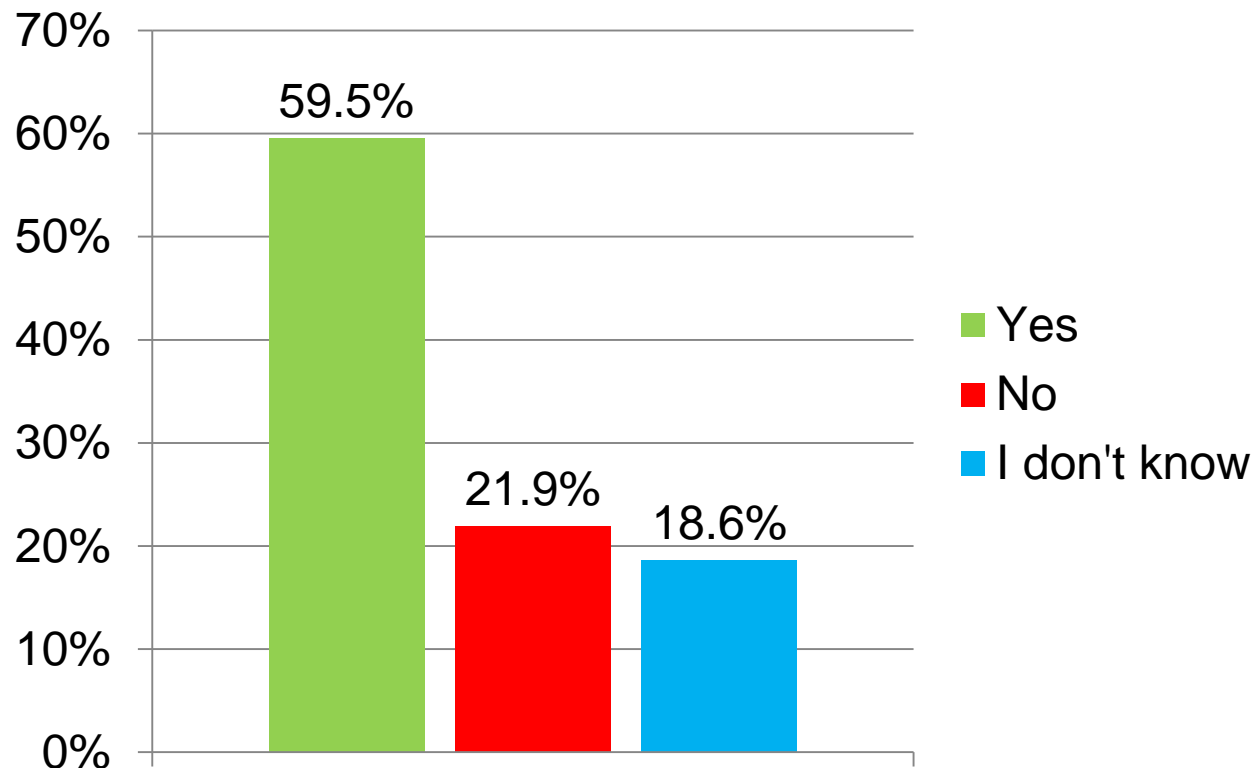
In order to promote affordable mobility, ensure:

- affordable, transparent financed infrastructure
- efficient allocation of resources
- earmarking of taxes and duties paid by the motorists

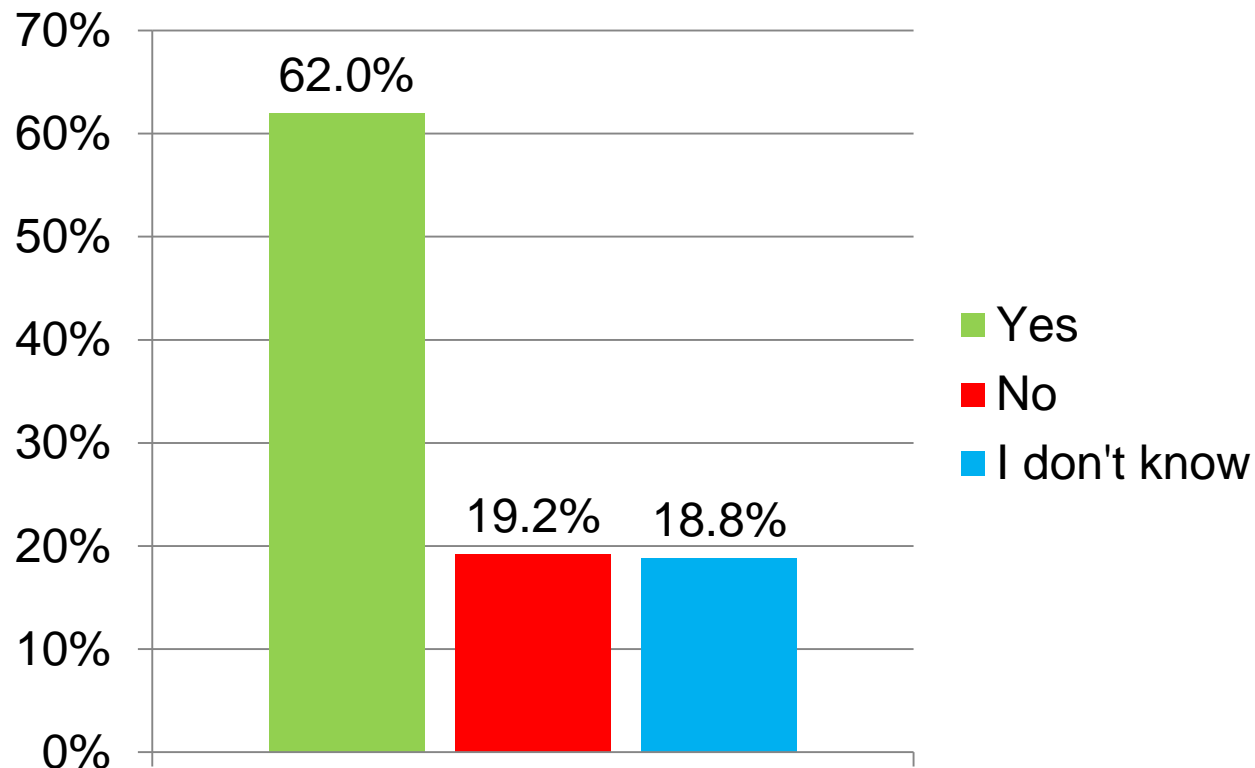
Which driver assistant system would you like to have in your car?



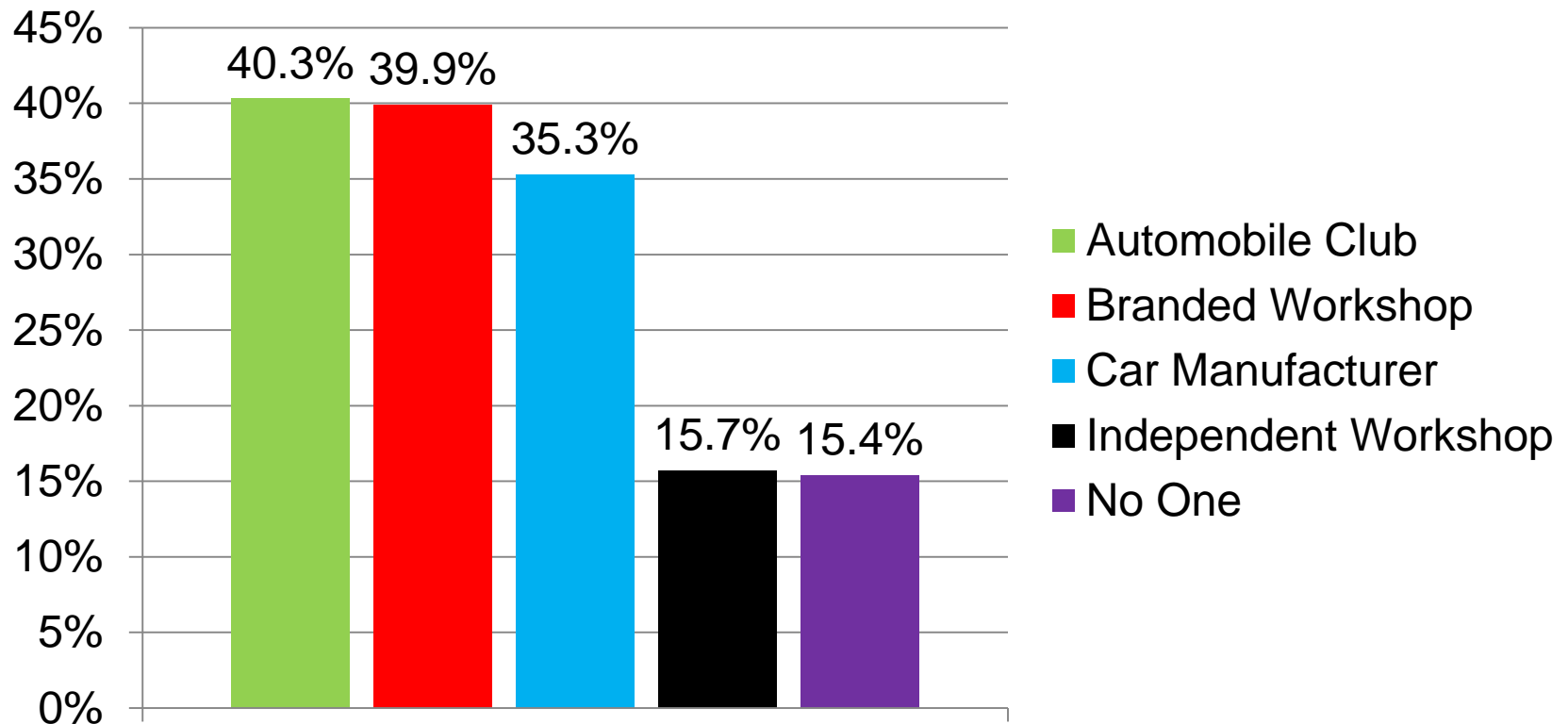
Could you imagine to use self-driving cars (at least partly in specific driving situations)?



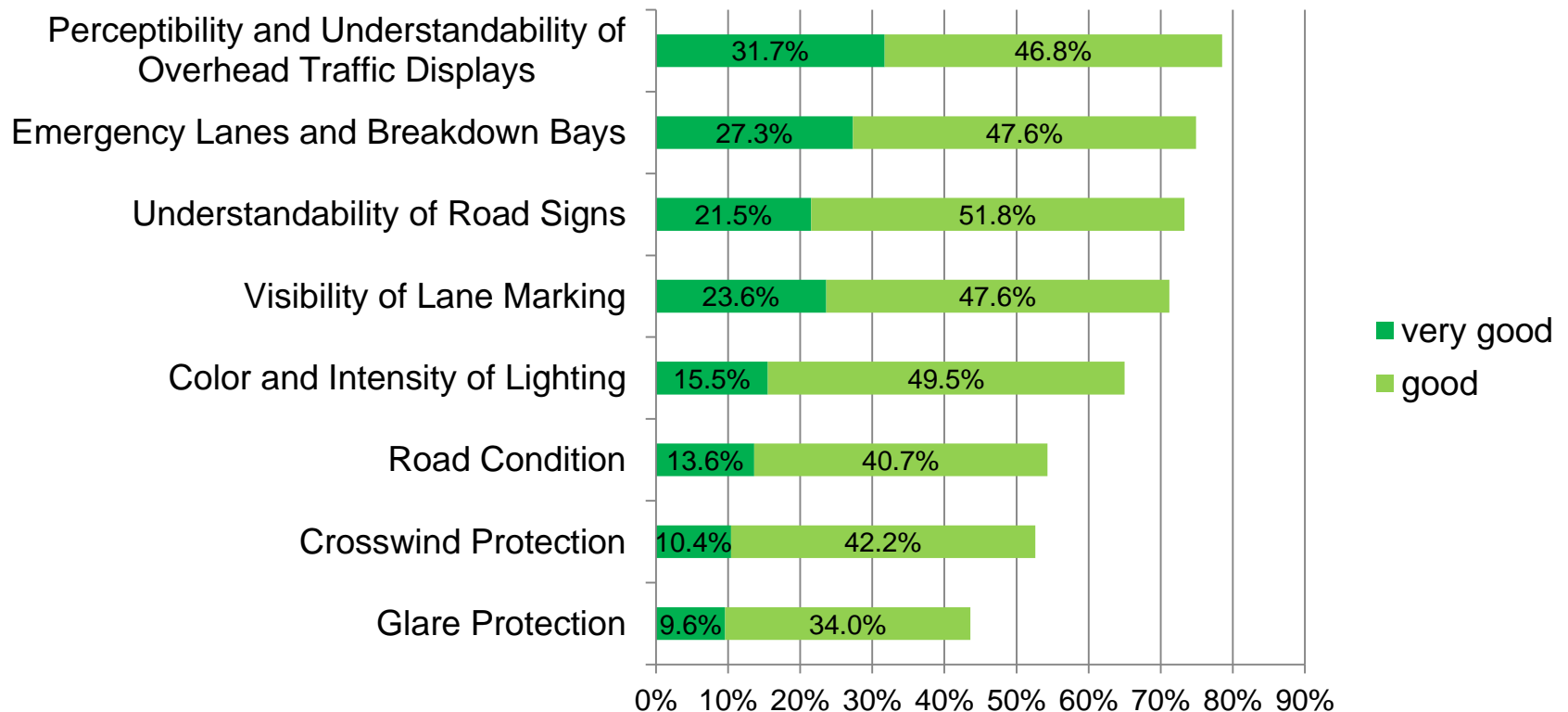
Would you anonymously provide your floating car data to improve the traffic flow?



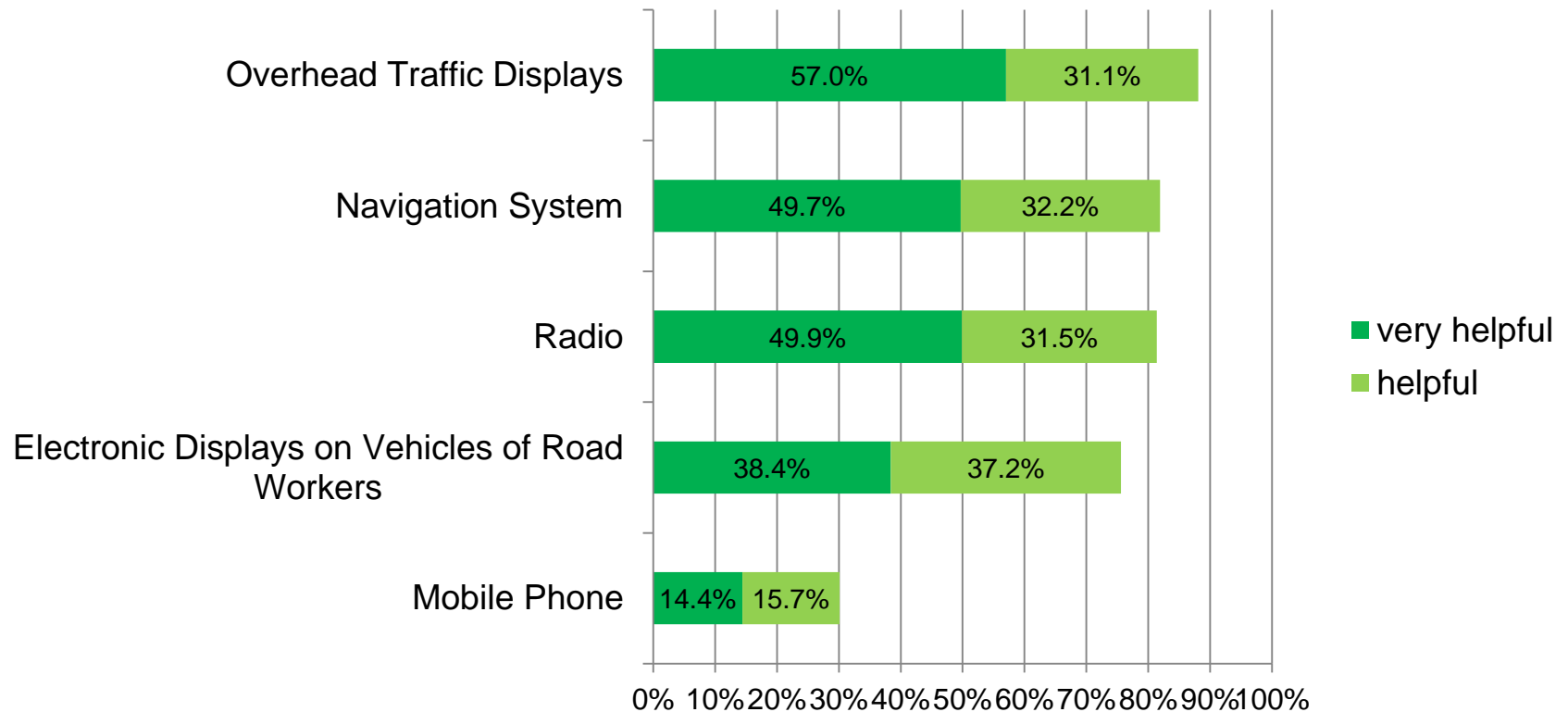
Whom would you grant with permanent access to your car's data (technical state, fault reports etc.) by wireless transmission?



Please rate the quality of the Austrian motorway network according to the following criteria:

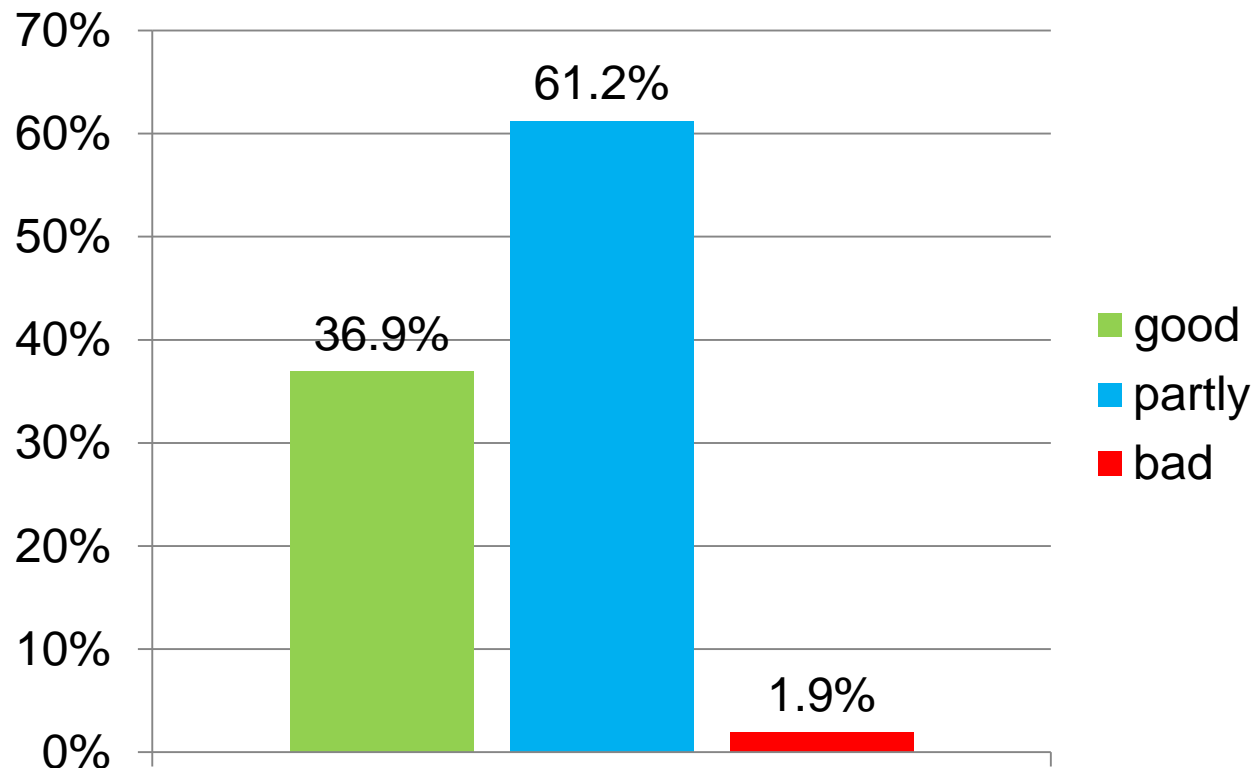


Please rate the helpfulness of the following possibilities to receive traffic information:

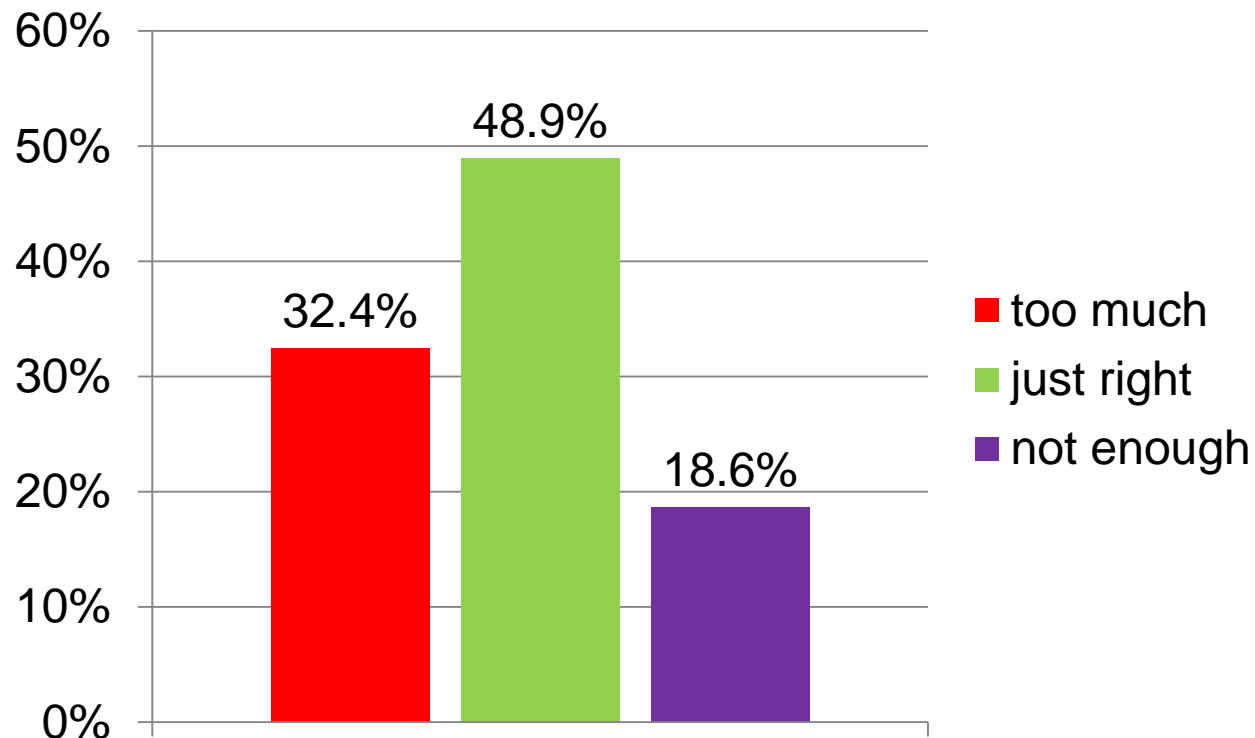




Please rate the readability of signs regarding detours, lane modifications etc.



Please rate the current amount of traffic control systems (e.g. speed control units, section controls, video cameras etc.).



## Conclusions:

- cost remain a major factor → keep an eye on affordable mobility
- provide drivers with easily understandable assistant systems which do not distract
- keep drivers and car owners completely informed if and how the data their car is producing will be used
- only use high-quality materials for infrastructure safety units
- measures influencing mobility have to be fact-based
- frequently run awareness raising campaigns
- clubs have to stay reliable partners in all mobility related matters, especially to ensure high-quality incident management

# Thank you for your attention!

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