



Save Lives: #SlowDown

IRU endorses UN Global Road Safety Week with message of shared responsibility

IRU calls for more training, the use of new technologies and standardised speed limits to address the issue of speed management. While professional drivers, themselves, are trained in responsible driving, better awareness amongst other road users of the characteristics of commercial vehicles would significantly improve road safety.

The Fourth UN Global Road Safety Week, 8-14 May 2017, puts the focus on speed management and what can be done to address this key risk factor for road traffic deaths and injuries. Speed is the main cause of one third to a half of all fatal road traffic crashes.

Recalling the IRU Resolution on the UN Decade of Action for Road Safety, road safety has always been and will remain a top priority for the road transport industry. Every accident is one accident too many.

The risk of speed varies according to road conditions (for example weather) and driving behaviour, such as distraction or fatigue. While speed limits are one effective measure to reduce road safety risks, IRU proposes a number of further actions and recommendations.



UN Global Road Safety Week
www.unroadsafetyweek.org/en/home

iru.org

Speed: some country trends

- USA: In 2014, speed was a factor in 28% of all fatal crashes and 9,262 lives were lost in speeding-related crashes.
- Mexico: In 2014, 60% of road fatalities occurring on the federal highway network were reported as due to excessive speed.
- Serbia: Speed measurement conducted in 2015 showed that 51% of passenger car drivers exceed the speed limit in urban areas.
- Sweden: There has been a reduction in the number of fatalities since 2007, explained by reductions in speed primarily due to road safety cameras as well as improvements to vehicle fleet and infrastructure.



At a glance: IRU recommends

- ALL road users should be better trained on the characteristics of commercial vehicles. While professional drivers, themselves, are trained in “responsible” driving, there is little common awareness amongst other road users of how trucks manoeuvre. Redressing the behaviour of road users as a whole would significantly improve road safety.
- The use of advanced technologies such as those to maintain safe distances, forewarn of upcoming bends, provide speed alerts in case of excessive speed, and automatic vehicle speed limitation in critical zones.
- National authorities to implement a fair speed management system in order to improve road safety in black spots or critical zones such as in residential areas, schools, playgrounds, hospitals or bus stops.
- Including speed-limit controls in internal companies’ policies. By doing so, companies would commit themselves to reduce one of the main causes of incidents – accidents – on our roads.
- Driver-assist coaching technology in vehicles in order to help drivers improve compliance, reward good driving performance and monitor poor performance.
- The use of speed advisory technology systems on vehicles and raising awareness about the danger of speeding.
- The use of speed limiters in those countries around the world where none are currently legislated.
- Enforcing standardised speed limits appropriate to road use and speed limiting road infrastructure to further contribute to a reduction in risks.

Training with IRU Academy

Meeting safety regulations and targets to reduce accidents are a priority for all industry stakeholders. The right training is essential to improve the safety record of a company and minimise accident costs. Having well-managed fleets and strict vehicle maintenance also helps ease congestion. With 85-90 percent of accidents involving commercial vehicles due to human error, there is an even stronger case for driver training for improved safety through internationally recognised standards.

- The IRU Academy Crash Prevention Course increases risk awareness and encourages road safety best practice among professional drivers, reducing the number and severity of accidents.
- The road Safety at Work – online course for managers (in association with EASST Academy and Cranfield University) trains managers to adopt a thorough approach to fleet management to protect drivers, assets and everyone else on the road.

www.iru.org/iru-academy

“Managing speed has the potential to save millions of lives. The key is better training, as 85-90 percent of accidents are due to human behaviour. We also need to ensure that there is shared responsibility across all vehicle types and amongst all road users. Every accident is one accident too many.”

Umberto de Pretto, Secretary General IRU