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Awareness of Electronic Stability Control among Canadian drivers

'Bringing ESC to the Market' workshop @ Choose ESC! Event—Rome, May 8, 2007



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Outline

- ESC vehicle research at Transport Canada
- Public survey results
- Potential strategies to increase 1) awareness of, 2) demand for, and 3) availability of, ESC





Transport Canada Vehicle Research on ESC

- On-going since 2003
- 3100 vehicle tests performed to-date
- Research issues:
 - Performance in Canadian weather
 - Dirt/gravel roads
 - Rain (pavement, dirt/gravel roads)
 - Winter (cold pavement, snow/slush covered roads)





Public Survey of ESC

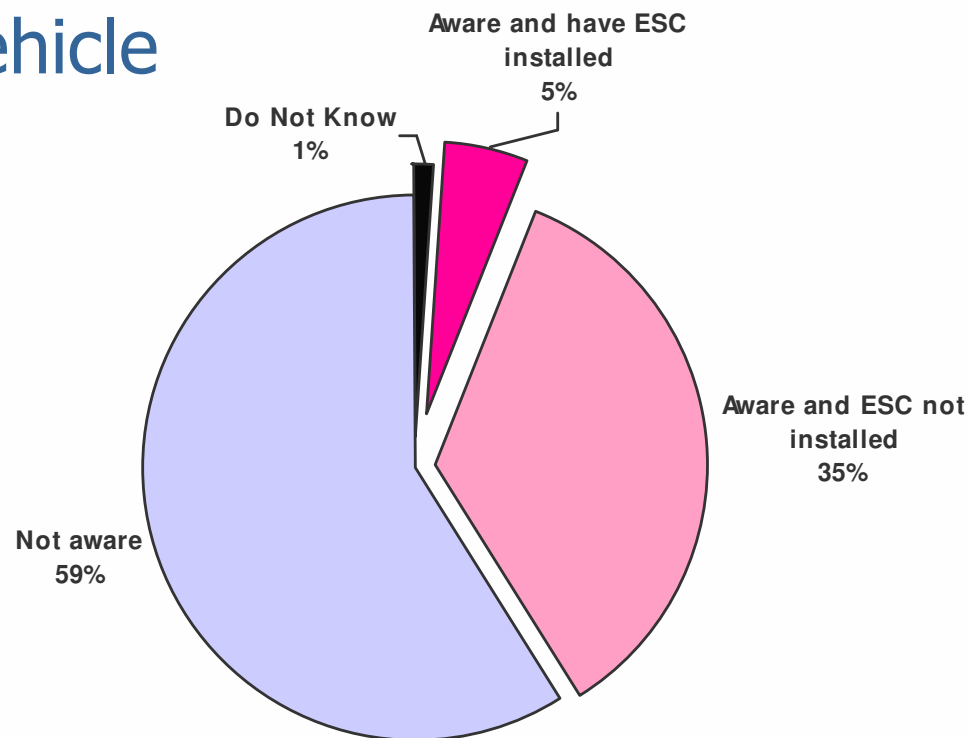
- Telephone survey conducted in February 2006
- Total sample of 1068 Canadian drivers
- 28 questions:
 - Demographics, vehicle ownership, driving habits
 - General views/attitudes towards vehicle safety
 - Awareness of vehicle safety features, in general
 - Awareness, understanding, and opinions of ESC (including perceived advantages/disadvantages)





Public Survey of ESC—Results

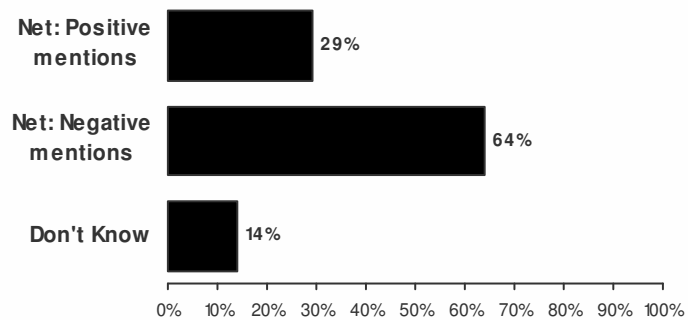
- Awareness of ESC was low (60% not heard of it)
- 5% of respondents reported owning an ESC-equipped vehicle



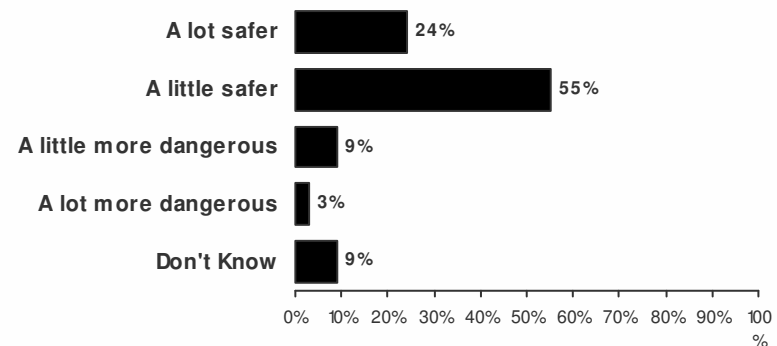


Public Survey of ESC—Results

- Ambivalence in perceived impact of ESC if it were installed on all vehicles:



“How do you think the installation of ESC technology on vehicles would impact people’s driving behaviour and their overall driving experience? We are interested in all your views on this whether they are positive or negative.”



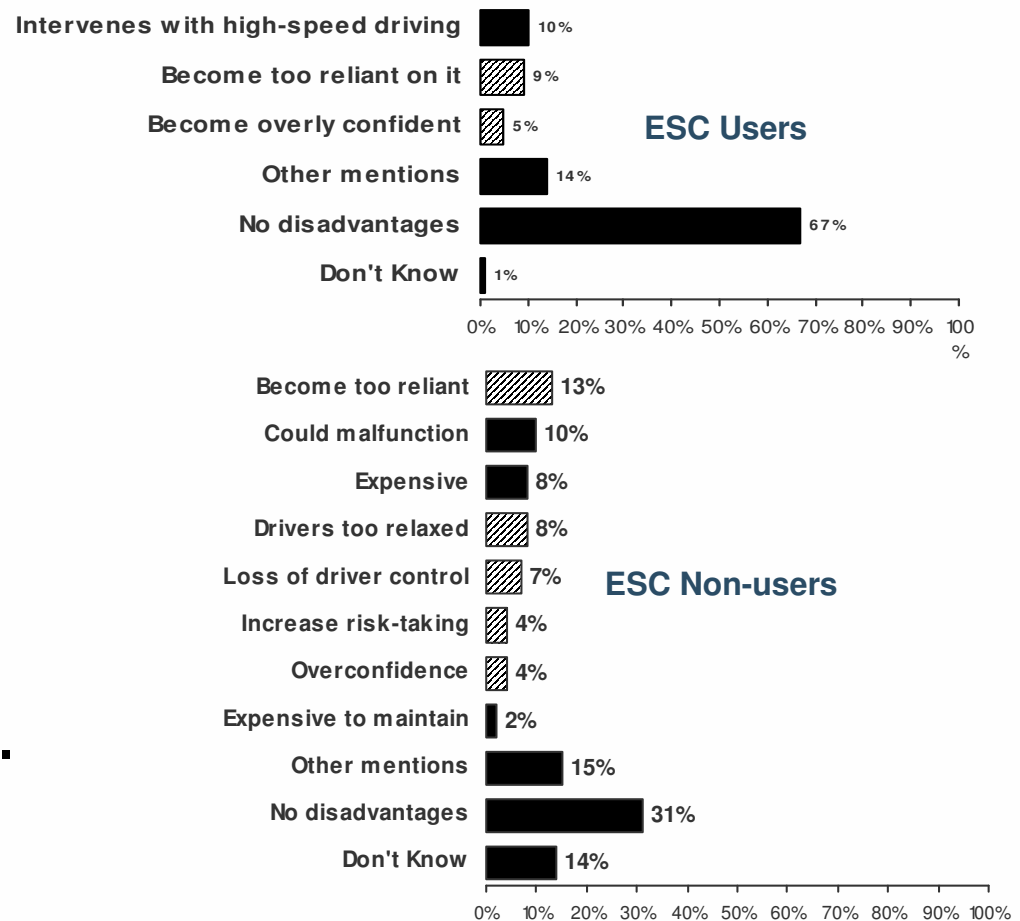
“Overall, would you say that if ESC technology was installed on all vehicles it would make them....”





Public Survey of ESC—Results

- Opinions of ESC were also ambivalent:
 - 34% of non-users and 13% of users could not cite advantages;
 - 31% of non-users and 67% of users could not cite disadvantages.



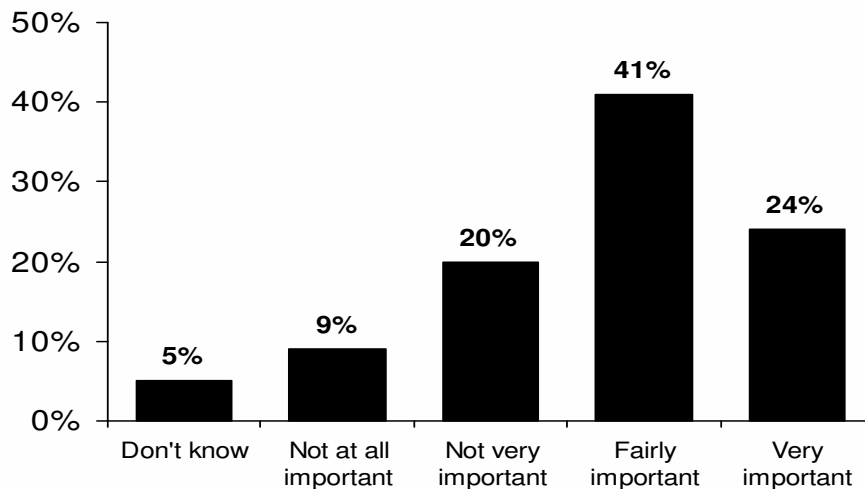
Perceived disadvantages of ESC



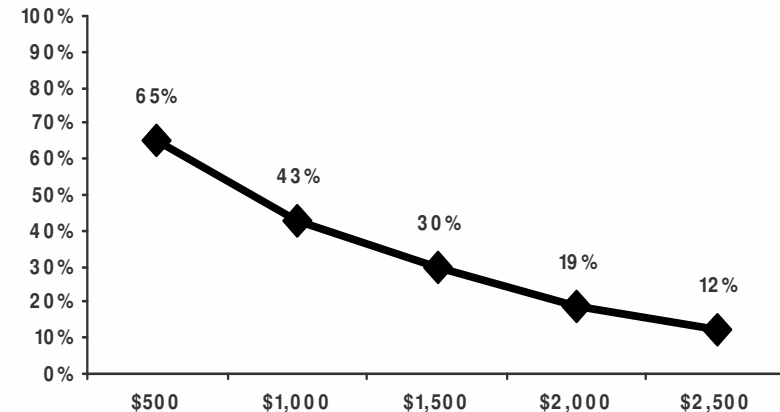


Public Survey of ESC—Results

- ESC as standard equipment on all new vehicles in Canada?



“How important do you feel it is to have ESC installed as standard equipment on all new vehicles sold in Canada today?”



Dollar amount respondents are willing to pay for ESC.





Survey conclusions

- Canadians largely unaware of ESC and its potential benefits to road safety
- Encouraging survey finding (!)
 - over twice as many ESC users than non-users report no disadvantages of ESC→suggests education and/or experience may generate more accurate opinions re: effects on safety.
- Important for Transport Canada, manufacturers, and other road safety stakeholders to increase awareness (and demand) in driving public
- 65% of respondents willing to pay full cost of having ESC installed





Why promote ESC?

- Conclusive evidence that ESC reduces collision risk
 - Farmer (2004; 2006): single vehicle collisions reduced by 41-56%
 - Green & Woodroffe (2006): 'loss-of-control' collisions reduced by 40-53% (dry roads) and 53-88% (non-dry roads)
- Failing to promote ESC will limit and/or delay its benefits from reaching Canadian road users, resulting in unnecessary costs in terms of injuries, deaths, and property damage.





How should we promote ESC?

- 'Push-pull' strategy of marketing
 - Manufacturers / Transport Canada / other stakeholders 'push' ESC towards drivers
 - Drivers 'pull' ESC from manufacturers
- Potential approach to 'push' ESC and increase consumer 'pull':
 - Promotional partnership between Transport Canada and other stakeholders
 - Similar to eSafetyAware! "Choose ESC!" campaign





Possible promotional strategies

- Manufacturers could focus more on safety benefits of ESC in their vehicle advertising
- Joint Transport Canada-stakeholders ESC public awareness campaign (television and/or print)
- ESC brochure distributed at dealerships, vehicle licensing bureaus, also web site
- Include presence/absence of ESC in star-rating programs (IIHS; NHTSA)
- Automotive press could mention ESC in their vehicle reviews
- Insurance incentives for owners of ESC-equipped vehicles
- Possible government 'rebate' program for ESC-equipped vehicles
- Regulation / Memorandum of Understanding





Regulatory Plan & Alternatives

- Harmonize with U.S. FMVSS 126 (Electronic Stability Control Systems)
- Options for Phase-In
 - Harmonize with FMVSS 126
 - No phase-in; require 100% fitment by some date
 - Memorandum of Understanding (MOU)
- To do:
 - Need for in-depth review of U.S. Final Rule 126
 - Need to verify performance in snow & rain
 - Need to complete effectiveness and cost/benefit studies



Memorandum of Understanding with Vehicle Manufacturers



- Objectives:
 - Increase ESC availability on Canadian vehicle models
 - Accelerate ESC fitment to vehicles sold in Canada
 - Propose a Canadian alternative to FMVSS 126 phase-in.
 - Bring ESC fitment between U.S. and Canada into line





Stakeholder consultations (April 2007)

- Concerns expressed by several vehicle manufacturers over added cost and weight (effects on fuel economy) of ESC systems
- Reluctance to undertake voluntary commitments, partnerships, or MOU initiatives
- U.S. equivalent regulation would offer a 'level playing field'
- Transport Canada will engage other stakeholders in non-regulatory initiatives.





Thank you!

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