

Drowsiness and Drinking in combination with driving

25 April, Volvo Truck Corporation Road Safety Seminar

In conjunction with the Road Safety Week, Volvo Truck Corporation organised a Road Safety Seminar titled "Drowsiness and Drinking in combination with driving" on 25 April at Hotel Leopold in Brussels. Experts on Road Safety and research from Volvo and the Swedish Road Authorities presented statistics, research and efforts made to improve road safety and lessen road traffic casualties in transport and truck driving.

Volvo Trucks is heavily involved in research and development of technique to improve road safety. It has also initiated a broad range of activities and events, like the Brussels seminar focusing on drowsiness and drinking in combination with truck driving. Lennart Pilskog, Public Affairs Director on Volvo Trucks, commented and summarised the seminar by stressing the strong relation between traffic accidents and drunk or drowsy driving, evidenced by Volvo Trucks' research on drunken test drivers.



Causes of road accidents include road environment, vehicle condition, and driver condition, and often a combination of these. The driver-related causes of accidents are the most frequent and the ones Volvo Trucks seeks to tackle by various safety measures. Technical solutions (alcohol interlocks, electronic stability programme, lane keeping support, eye movements monitoring etc.) are either already installed in the trucks or are currently under development. It is, how-

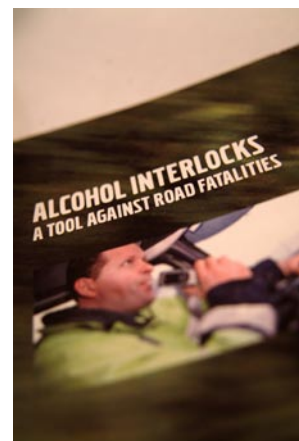
ever, the responsibility of each truck driver to improve road safety by resting before driving, following the speed limits, using his seat belt and staying sober while driving.

At the Road Safety Seminar, Volvo Trucks and European Transport Safety Council (ETSC) launched a cooperative venture; the "Safe & Sober" campaign. With a duration of three years, the campaign will inform politicians, opinion-builders, safety organisations and the transport industry about the link between alcohol and traffic accidents. The parties will arrange training programmes, information activities and events in selected EU member states in order to raise awareness of the drink driving problem on European roads and encouraging further involvement in road safety measures.

The campaign also aims at contributing to the EU goals of halving the number of traffic fatalities by 2010, which at present amounts to about 40,000 deaths throughout Europe. 30% of those fatal accidents are directly linked to alcohol and 20% are linked to drowsiness. Trucks are not over-represented in the statistics, but accidents involving trucks are often severe.

Stefan Lorentzson, Group Vice President, Head of Volvo Group Representation EU, and Jörg Beckmann, Executive Director on ETSC, officially launched the "Safe & Sober" campaign with a joint declaration (see picture) at the walking dinner following the Road Safety Seminar.

Samuel Ulfgard



Host



Volvo Truck Corporation
Volvo Group Representation,
EU

Links

<http://www.volvotrucks.com>
<http://www.volvo.com/group/eu/en-gb/>
<http://www.etsc.eu>
<http://www.makeroadssafe.org>