

# Safety disruption – using truck IT to prevent crashes

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- *Summit theme - Disruption is the new normal*
- Case study – *which industry & issue ?*
  - Established passenger transport hire industry
  - Well used by public in servicing key transport need
  - Technology availability triggers alternative option and associated debate
  - Challenges leading to initial rejection of new technology approach
  - Final position for both approaches to exist



# Rivermen versus proposed Putney Bridge - 1670

- Proposals to build bridges across the Thames at Lambeth and Putney in around 1670 were defeated by the Company of Watermen, since it would mean ruin for the then Rivermen Business (i.e. river boat hire crossings)



Disruption is ***not*** the new normal –  
rather it has ***always*** been the normal



# Lane Departure

- **Lane departure warning systems**, which detect when the vehicle drifts out of its lane and warns the driver

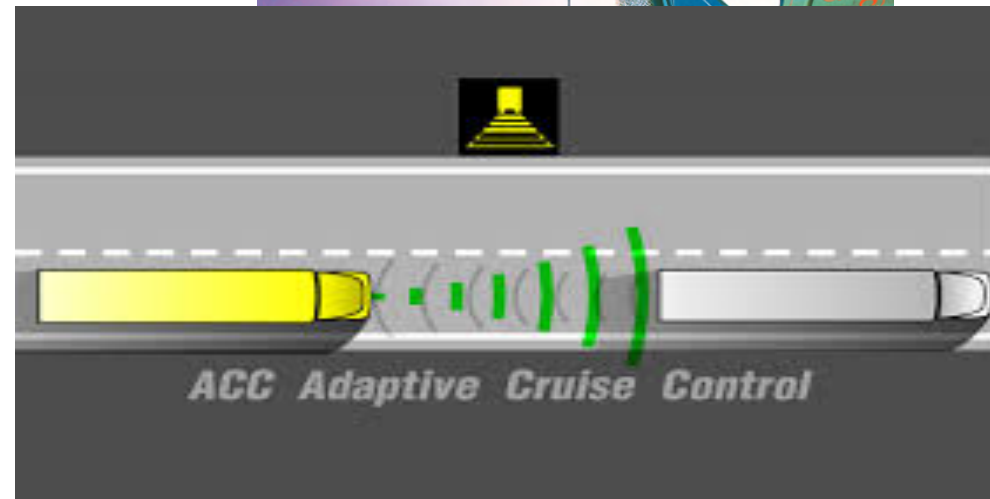


# Speed Management

**INTELLIGENT  
SPEED  
MANAGEMENT (ISM)**

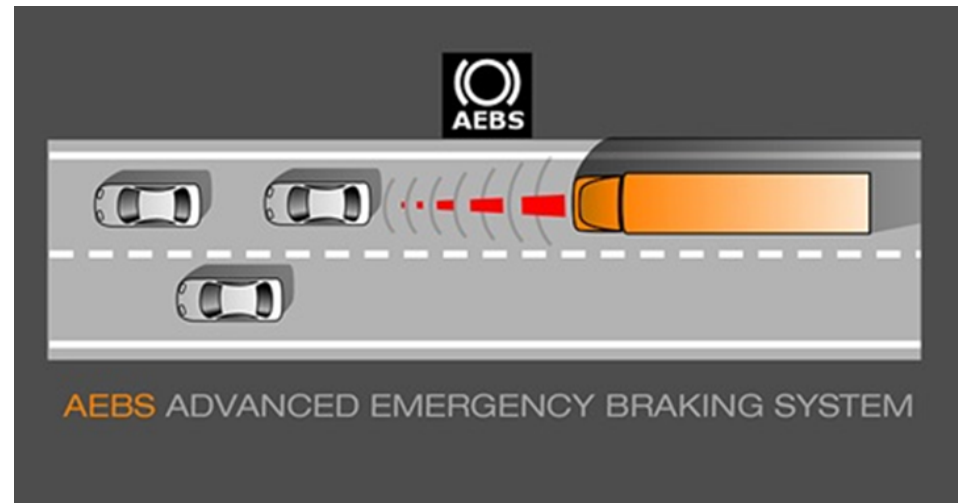


- Speed management systems, which detect vehicle speed and adaptive cruise systems



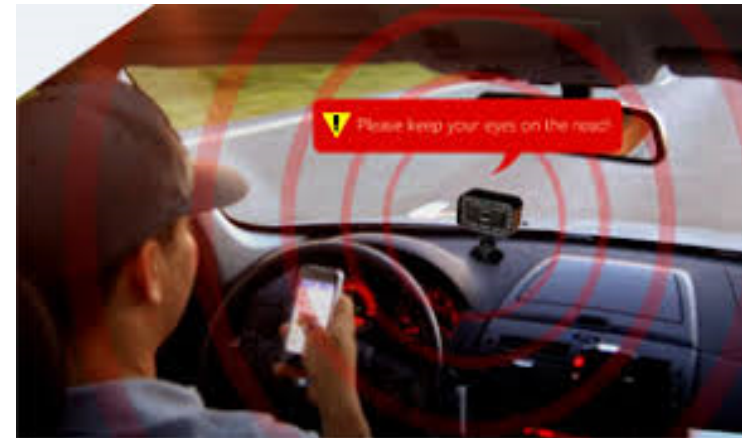
# AEBS

- **Automatic emergency braking systems**, which detect when the truck is in danger of striking the vehicle in front of it and brake automatically if needed



# Driver Alert Systems

- Video-based onboard safety monitoring systems, which use cameras in vehicles and other sensors to monitor the driver's behaviour and performance, and help the driver's employer provide feedback to the driver to improve his or her driving





# Conclusion

- **Business** and not **technology** decisions
- Just like the *'Rivermen versus proposed Putney Bridge in 1670'*
- Your investment should be cognisant of **Pipeline** versus **Platform** models
  - Are the different systems bespoke – standalone?
  - OEM or aftermarket?
  - Can the different systems co-exist and can they be interoperable?

