

# Trafisafe - Supporting new drivers

## Why Trafisafe?

**High accident risk:** young drivers are five times more likely to be involved in an accident than drivers on average.

**Poor safety development:** The number of accidents involving new Finnish drivers has not fallen in recent decades and, compared to other European drivers, safety development has declined.

**Smart technology could help:** a new tool for parents to support their children in becoming responsible drivers.



## Trafisafe in brief

The objective of Trafisafe is to develop a system that can provide immediate feedback on driving behaviours to new drivers and, if required, to their parents. The system will be easy to use, attractive and affordable.



## The Trafisafe project

- Developing an indicator model for safe driving based on measurable criteria, and using the vehicle OBD capabilities.
- Testing the driver feedback system among the potential user group
- Studying the impact of the system on driving and, consequently, safety
- Investigating the commercial potential and launching of the indicator model and the feedback system to the market
- Enabling the involvement of partners, such as insurance companies, as parallel research groups
- Considering the opportunities and barriers presented by legislation in introducing the system, for example, as part of the driving examination

The Trafisafe project will create a set of nationally approved criteria, which can be freely applied to develop similar services. The product chosen for the development project has been designed by a Finnish company, Driveco, and has already been used for driving lessons in some EU countries. Trafisafe will be implemented through a partnership between Trafi, the VTT Technical Research Centre of Finland and Driveco

## Trafisafe trials have begun – find out more at our stand!

The testing of Trafisafe has begun with a six-month trial using a community feedback system tailored to young people and their parents.

The feedback is based on recognised good practices and continuous benchmarking with the average driving habits of other drivers. A special feature of this system, designed for young people, is the opportunity to give feedback not only to the drivers but also to their parents

For further information, visit [www.trafi.fi/trafisafe](http://www.trafi.fi/trafisafe) or contact [sami.mynttinen@trafi.fi](mailto:sami.mynttinen@trafi.fi).

