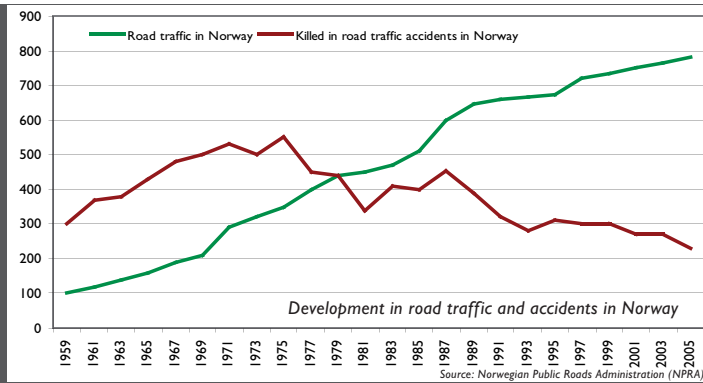




Awareness campaign for use of seatbelts



In Norway we believe there should be no acceptance for anyone killed or severely injured in road accidents. This is our vision.

Hence we design and build our new roads according to this vision. We call it the Vision Zero.



Vision Zero road side profile (four lanes)



Wide central line with rumble strips (two lanes)

Traffic accidents and fatalities – an increasing global challenge

The world is getting more and more motorised, however road infrastructure and traffic safety work is lagging behind. Hence traffic fatalities and injuries are expected to rise dramatically.

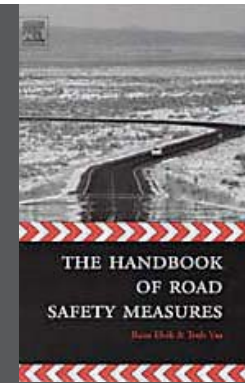
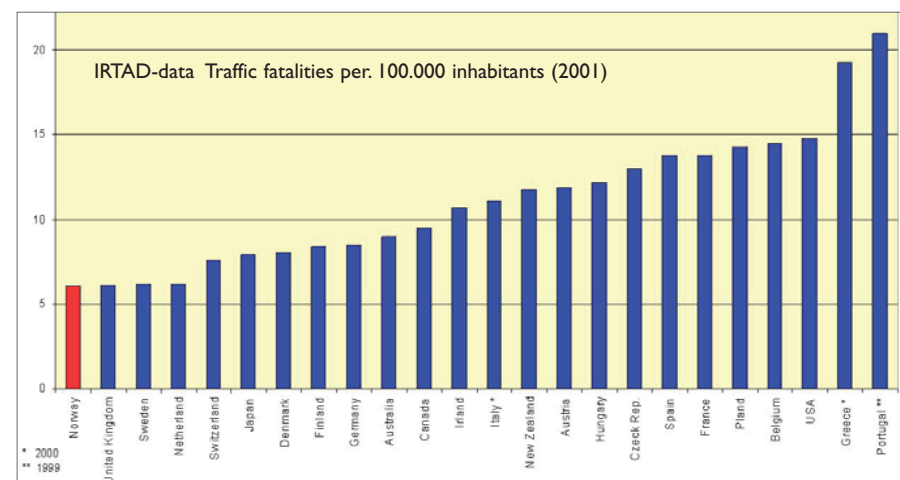
In 2004 the World Health Organization (WHO) and the World Bank published the "World Report on Road Traffic Injury Prevention" which pointed out that traffic accidents is becoming a global health problem. Based on this report the United Nations General Assembly has put much more focus on traffic safety and several large World Bank projects on traffic safety are about to be launched.

Relevant competence to secure the implementation of these World Bank projects is needed. Such competence can be found in OECD countries, especially those few countries who have had most success in Traffic Safety work. Norwegian competence is therefore highly relevant.

Over many years government institutions, research- and educational institutions, NGO's and private companies have co-operated well and contributed to the good results in traffic safety work in Norway. We think our knowledge and experience could be useful to others as well. Hence we have gathered this competence in the network project Transport Safety Innovation (TSI), consisting of traffic safety components and solutions, in which we believe we are among the leading in the world.

Norway - a Road Safety success story

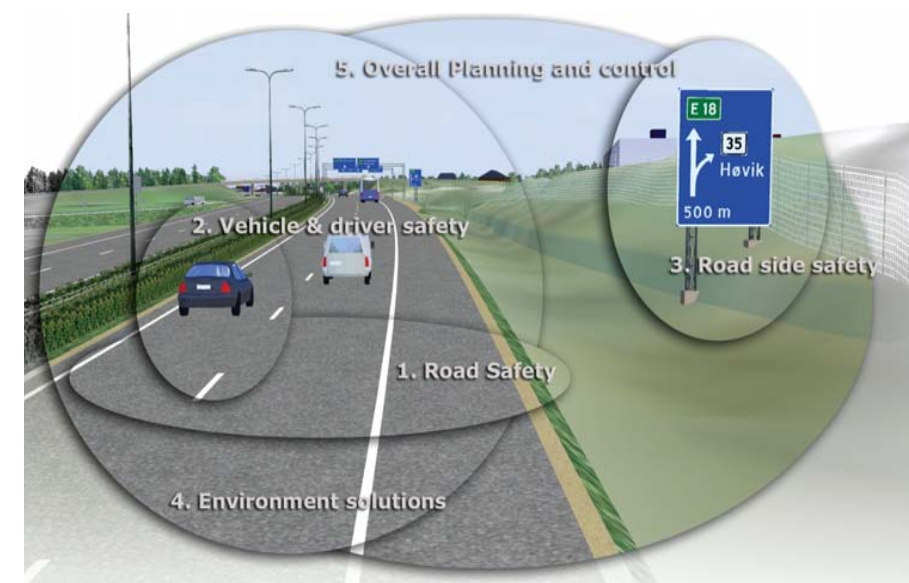
- Systematic traffic safety work since 1970
- Road fatalities more than halved while the number of motor vehicles has tripled since 1970
- World leading position in respect of low traffic fatality rate
- Effective organisation including all major stakeholders of traffic safety work
- Focus on implementation of efficient road accident countermeasures since 1970's
- Several NGOs are actively promoting traffic safety
- Core measures such as low speed limits, strict drinking and driving regulations, reduction of motor vehicle traffic volumes within residential and urban areas have proven effective



Driving simulator at Sintef

All countries have an obligation towards the global environment. As environment is an important element in the development of safe roads and transportation systems, TSI has emphasised environmental factors.

TSI COMPETENCE AND PRODUCTS:



1. ROAD SAFETY

- Advanced road design technology
- Traffic sign and marking standard handbook
- Sign and marking design software
- Sign reflection technology
- 3D visualising models
- ITS (Intelligent Transportation Systems)
- Optimal road lighting

2. VEHICLE AND DRIVER SAFETY

- Driver behaviour
- Car control technology and equipment
- ITS

3. ROAD SIDE SAFETY

- Soft mast technology and equipment
- Vision zero road side profile

4. ENVIRONMENTAL SOLUTIONS

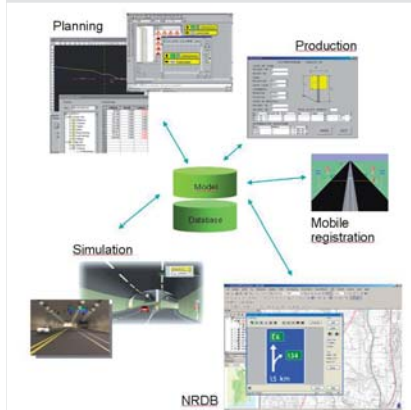
- Noise reduction
- Pollution analysis (air, water, soil)
- Recycling of safety materials
- Nature and wildlife conservation along the road
- Road and bridge aesthetics
- Landscape architecture

5. OVERALL PLANNING AND CONTROL

- Road safety handbooks
- Road databank
- Road and traffic planning
- Black spot analysis and evaluation
- Systematic road safety research
- Road and traffic management
- Road safety audits and inspections



Lattix soft mast



The road into the pc



TSI

TRANSPORT SAFETY INNOVATION

Leading-edge competence from where
Transport Safety has proven most successful

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www.invanor.no



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TRANSPORTATION NETWORK (NTN) AND PARTNERS
www.norwegiantn.com/tsi

