

More Lives Saved



More Life Lived



# Saving Lives Through Mobility Technology

Tejas Chandran

# 70 Years of Dedication to Saving Lives

## Our Vision

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**Saving More Lives**

## Our Mission

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**Providing World  
Class, Life-Saving  
Solutions for  
Mobility and Society**

**We save lives**

**Approximately 40,000 lives saved**

**Around 600,000 injuries reduced**

**Ambition to save 100,000 lives annually**

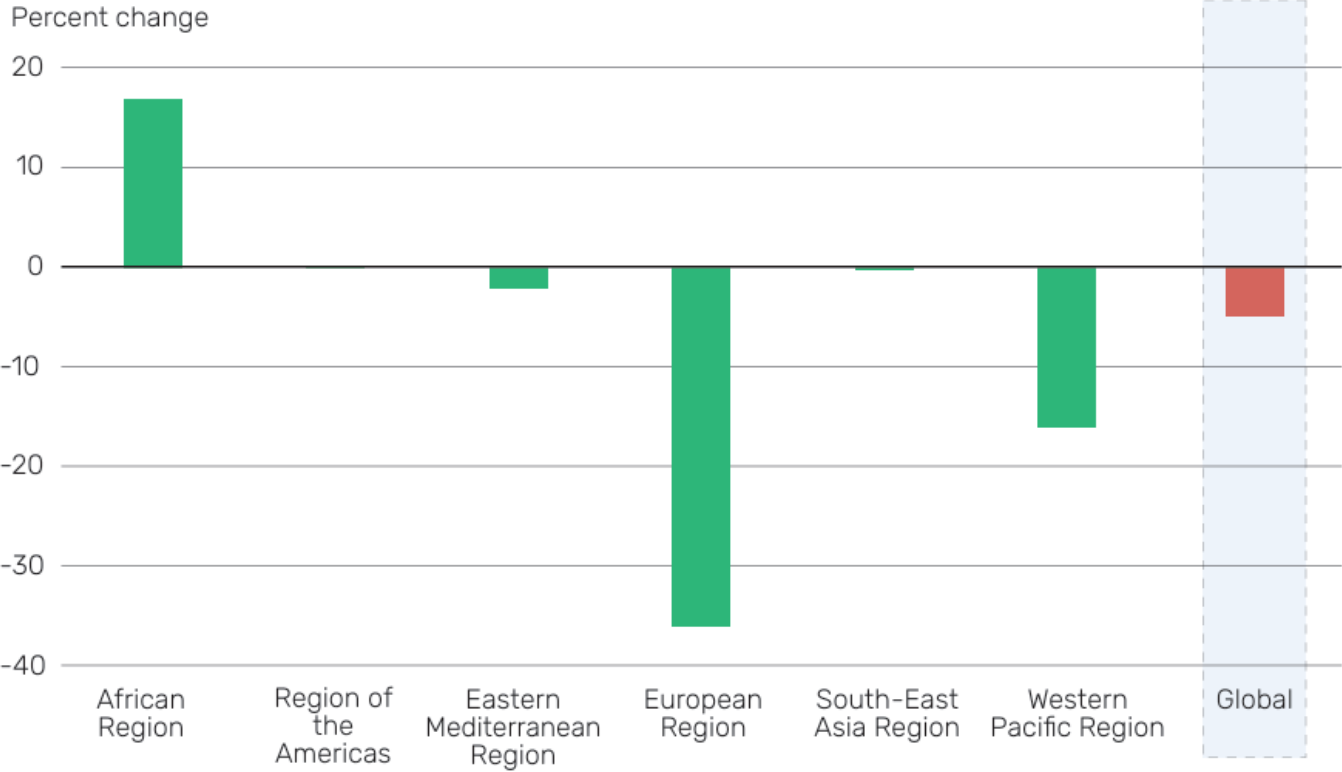
# A Long Way to Go to Democratize Traffic Safety

**92%** of the world's fatalities occur in low- and middle-income countries.

**x3** higher risk of death in low-income countries than high-income, despite having less than 1% of all motor vehicles.

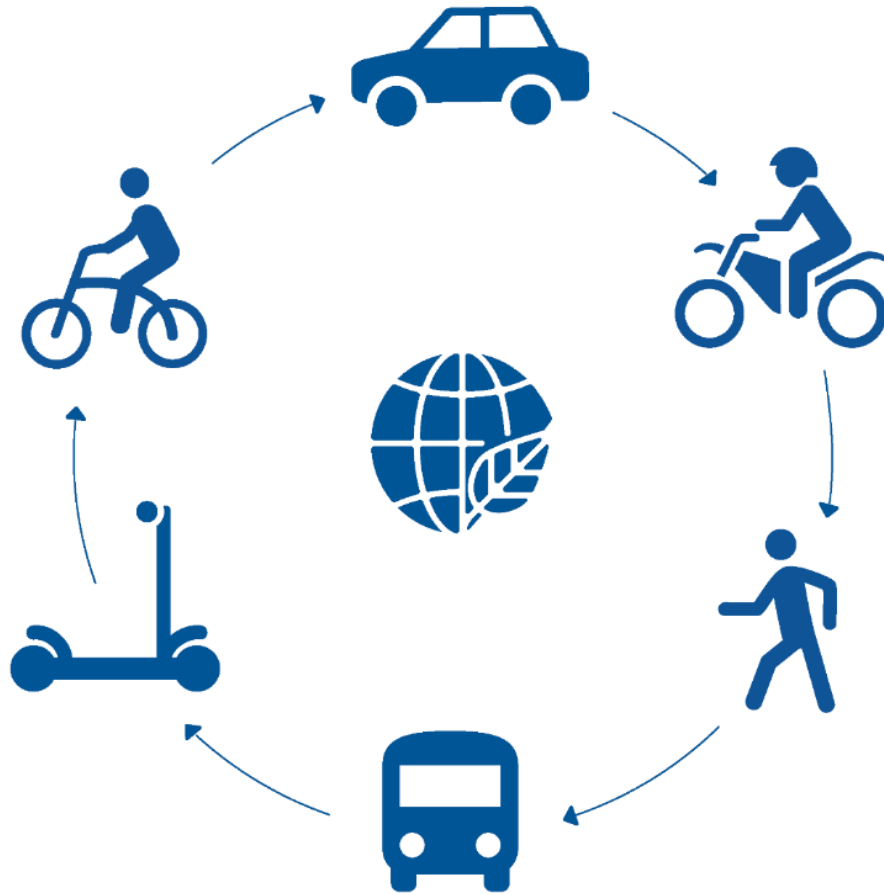
**21%** of fatalities among powered two- and three wheelers.

**2030 Global goal** is unlikely to be met without bold policy changes and countermeasures



source: WHO Global status Report on Road Safety 2023

# Safe Systems approach – for the safety of all Road Users



People make mistakes

The human body is fragile

The system must absorb error

Regulation makes access to safety universal

# The Circle of Life: from real crashes to real-life safety



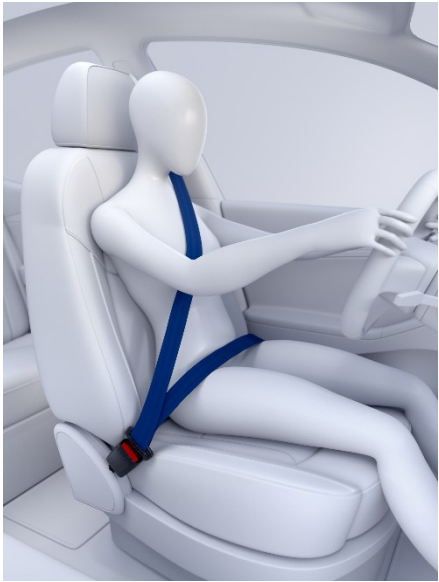
# Can we estimate the live saving potential?



And what do we find?

300,000 lives can be  
saved annually

# How many lives *can* be saved



100% Seatbelt  
usage: **124,000**



100% Advanced  
Seatbelt usage:  
**29,000**



Frontal airbags:  
**51,000**  
Side airbags:  
**17,000**



Pedestrian  
airbag: **11,000**



100% UN R22  
certified helmets:  
**72,000**

# More Life Lived

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Work with elements of the safe system



Basic safety should be accessible



Consumer rating programs

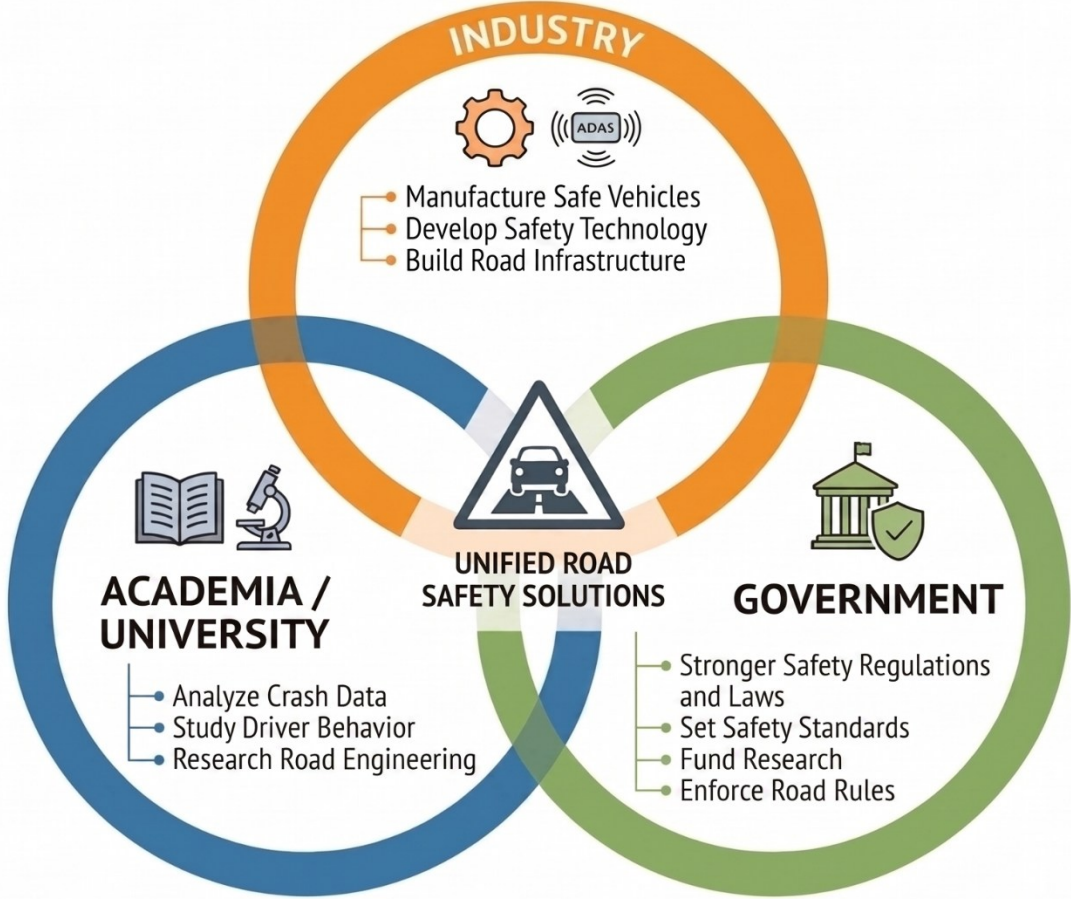


Motorcycle safety

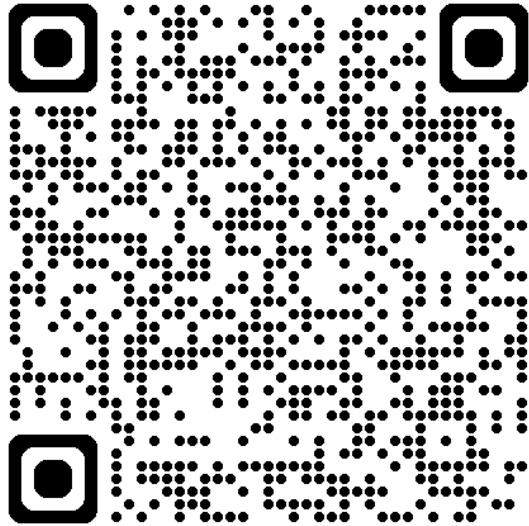


Speed management

# Triple Helix Model



# Read the full Whitepaper



Saving More Lives



## Saving Lives through Mobility Technology

Whitepaper





# Saving More Lives

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