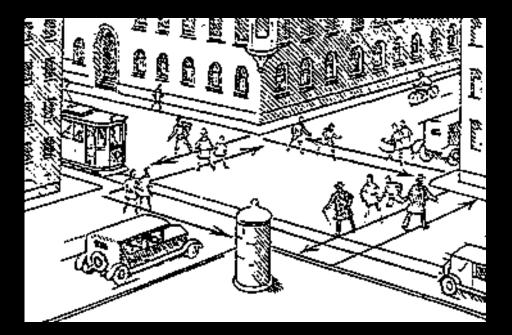
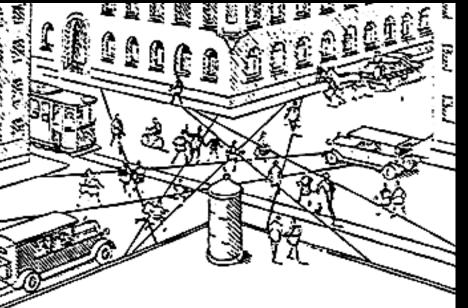


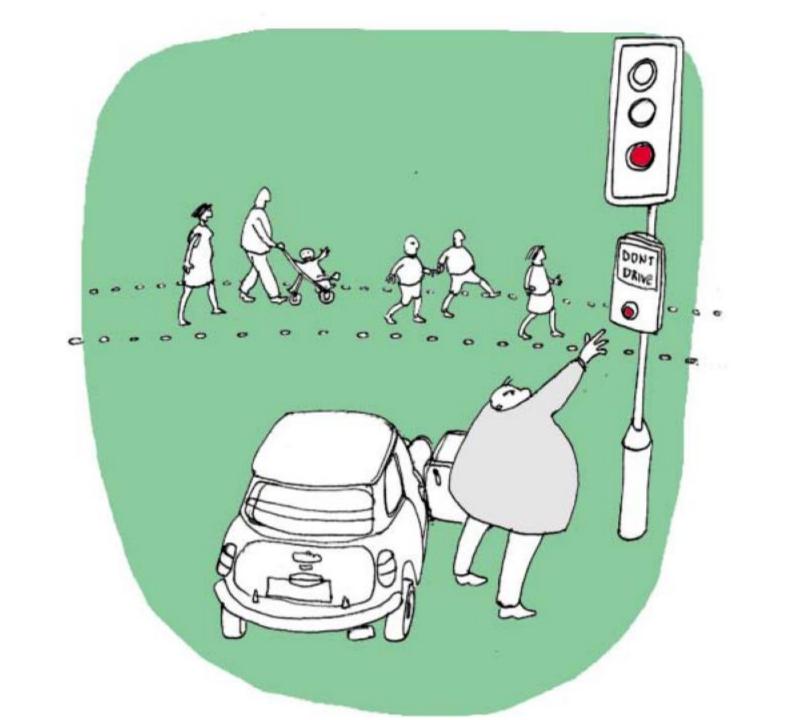
### paradigm













### 1.3 million road traffic deaths every year.

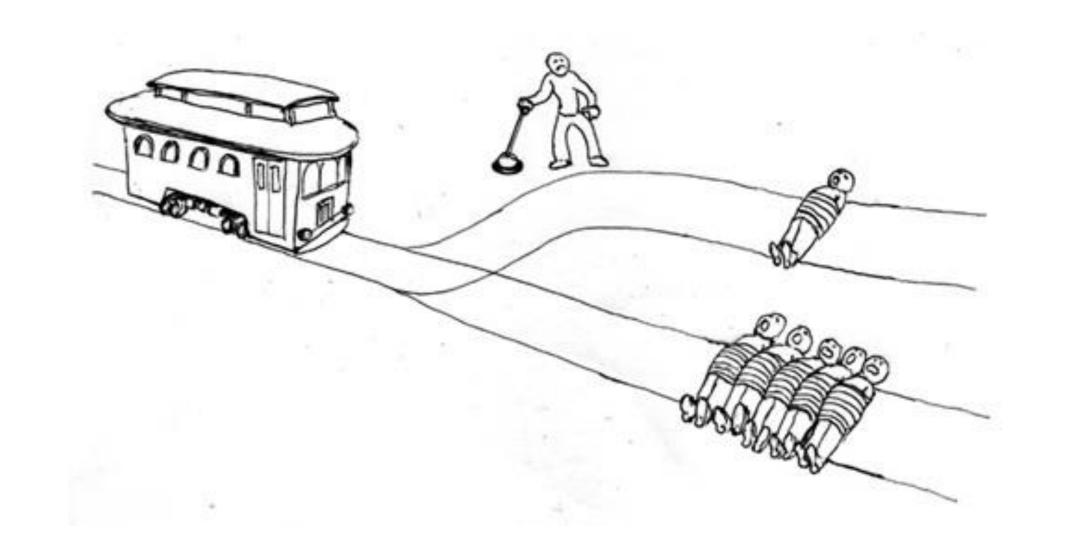
**WHO** 

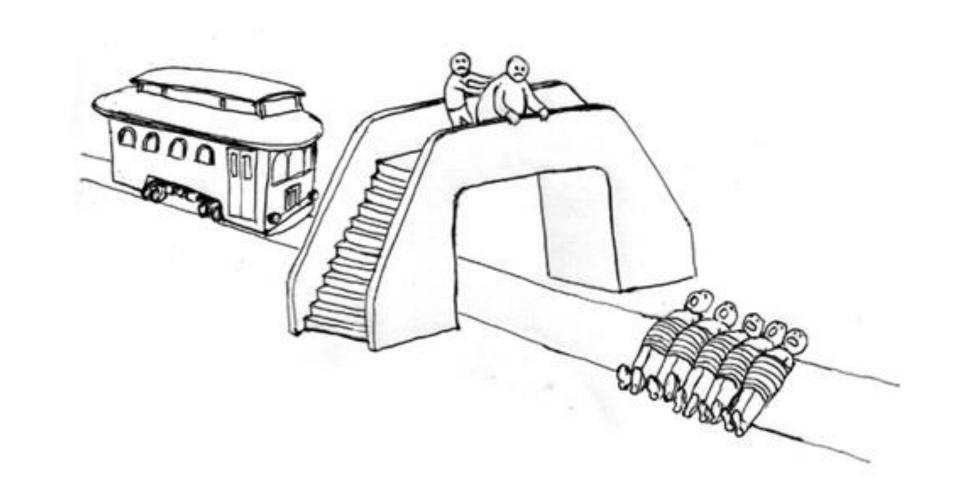
More than 270 000 pedestrians lose their lives on the world's roads each year.

**WHO** 



### Ethics





distraction or elephant in the room?

"Mercedes autonomous cars will protect occupants before pedestrians"

"Self-Driving Mercedes-Benzes Will Prioritize Occupant Safety over Pedestrians"

"All of Mercedes-Benz's future Level 4 and Level 5 autonomous cars will prioritize saving the people they carry, according to Christoph von Hugo, the automaker's manager of driver assistance systems and active safety."

"If you know you can save at least one person, at least save that one. Save the one in the car, If all you know for sure is that one death can be prevented, then that's your first priority."

Christoph von Hugo, Mercedes

### DIRECTIVE 2009/103/EC OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

Personal injuries and damage to property suffered by pedestrians, cyclists and other non-motorised road users, who are usually the weakest party in an accident, should be covered by the compulsory insurance of the vehicle involved in the accident where they are entitled to compensation under national civil law.

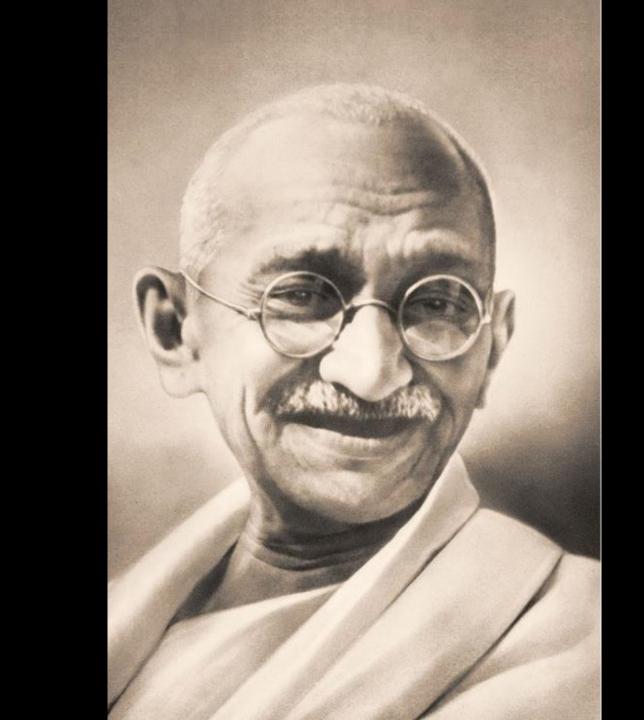
### **Strict liability**

### **Strict liability**

Betriebsgefahr (D, NL)

### **Strict liability**

Loi de Badinter (FR)





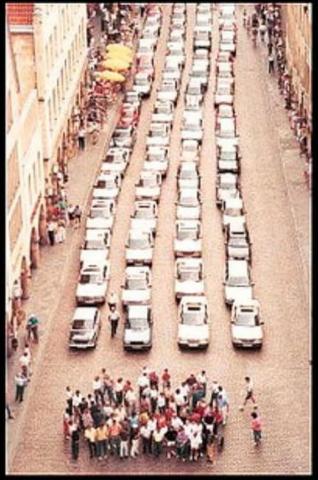
### Sustainable mobility

# space required to transport 60 people



## space required to transport 60 people







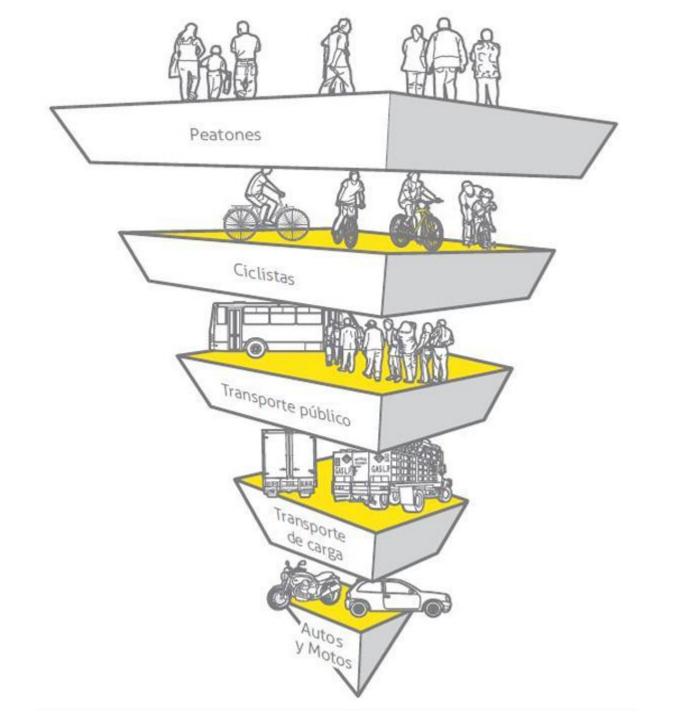
car

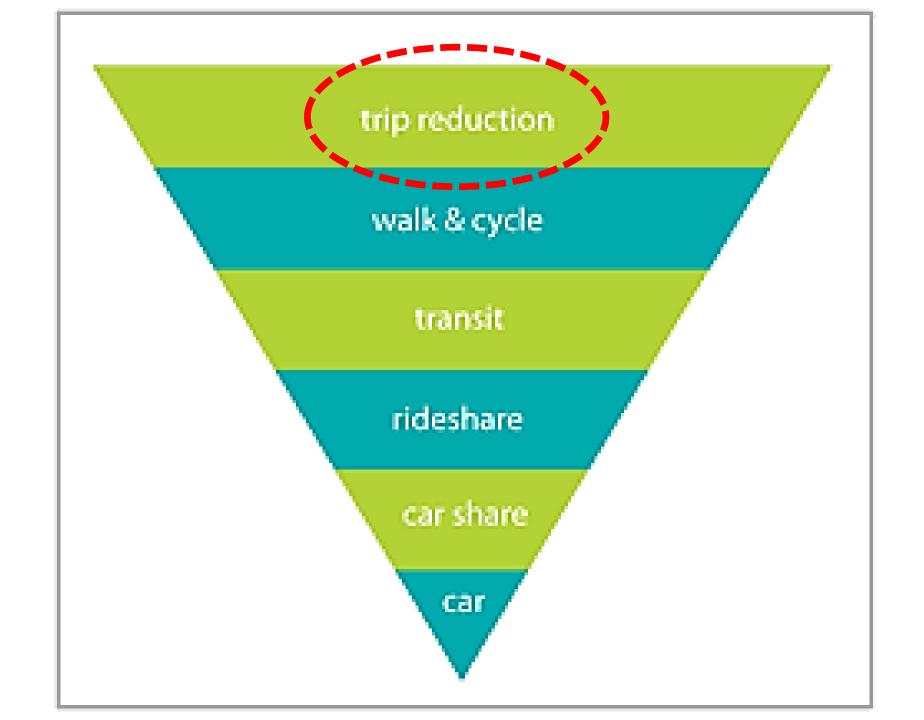
electric car autonomous car



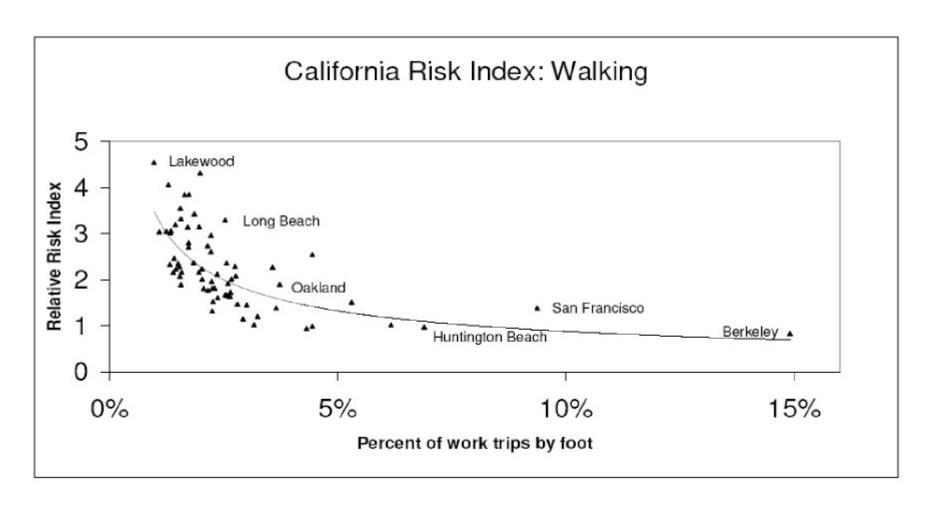








#### Safety in Numbers



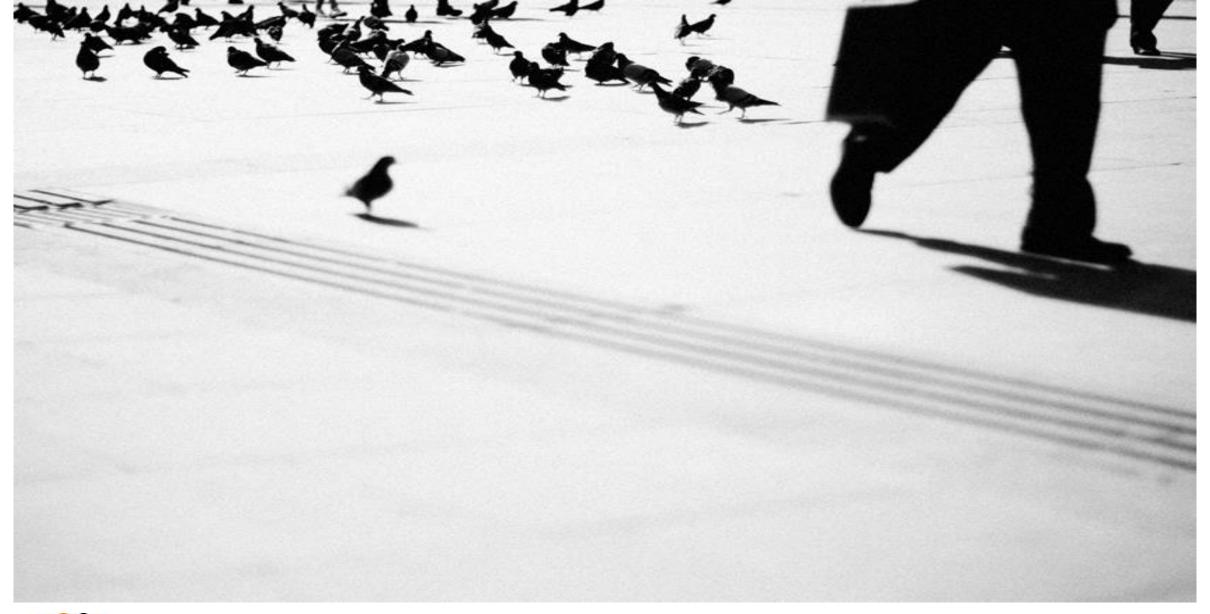
### Corollary

The safety of the most vulnerable should be yardstick to measure the quality of an ethically acceptable automated transport system and should be the centerpiece of the debate.



# Motorised vehicles (autonomous or not) do not belong on the sidewalk.

From the point of view of sustainable safety and quality of life we are all better off with carless drivers instead of driverless cars.













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