

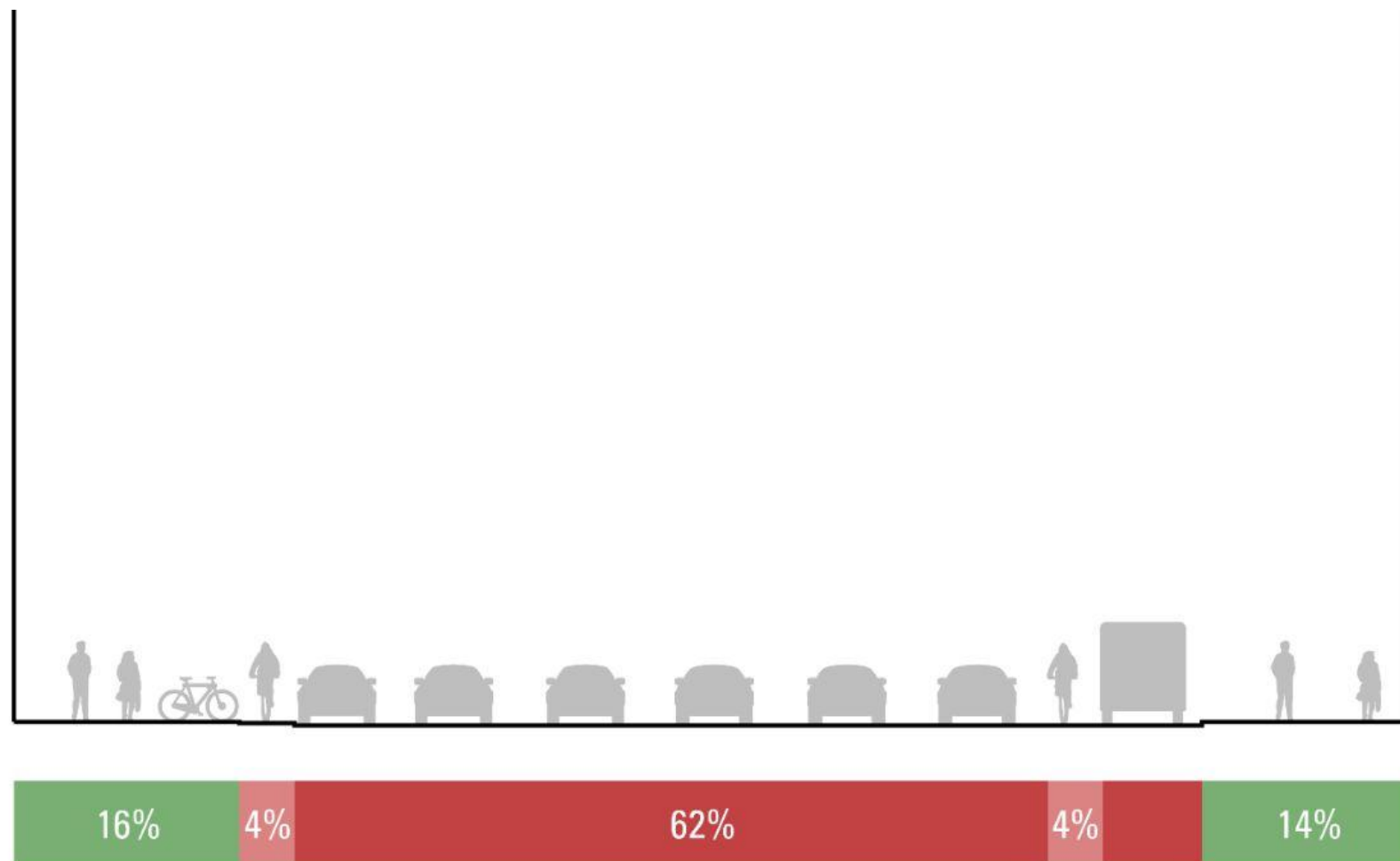


voi.

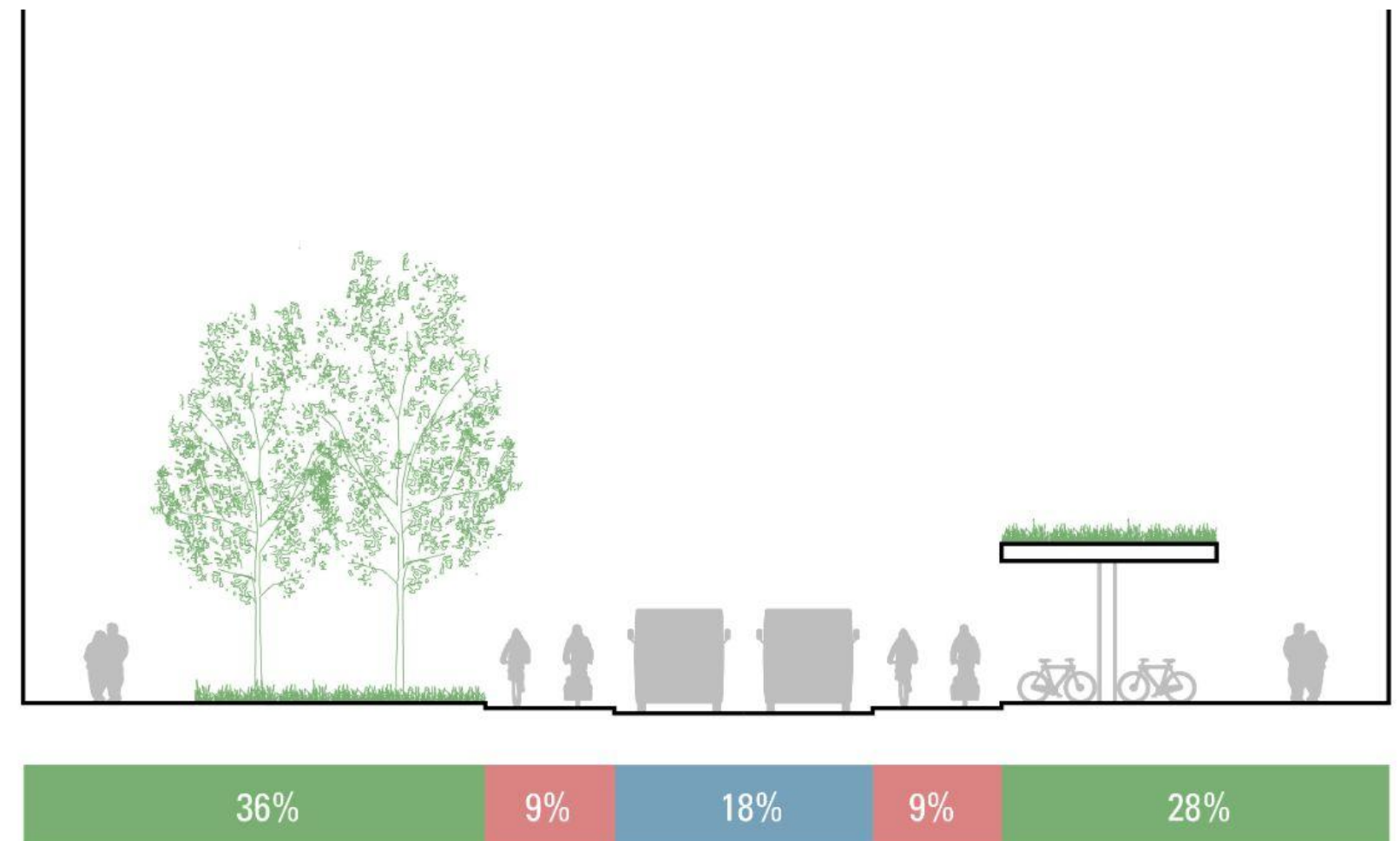


Sveavägen,
Stockholm

Sveavägen today

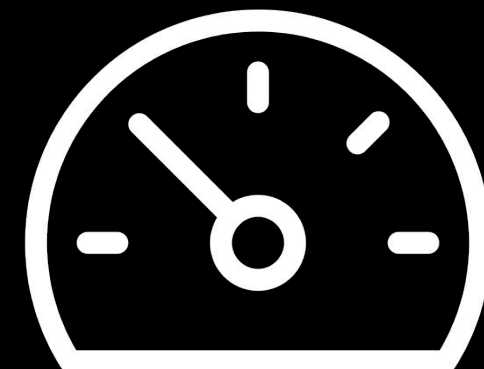


Voi vision





**Changing
infrastructure
takes time**



**Let's talk
about speed
management**

**Shared micromobility
paved the way for
safer cities through
speed management**

We know. There are safety challenges too



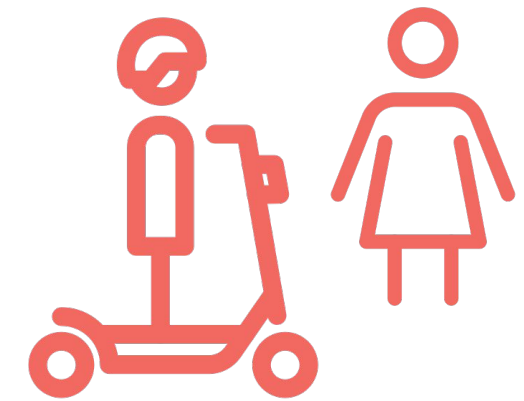
**Drinking
& riding**



**Tandem
riding**

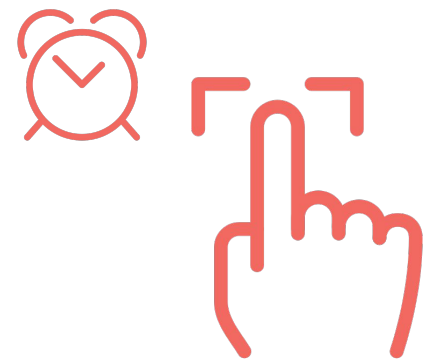


**Poor
parking**

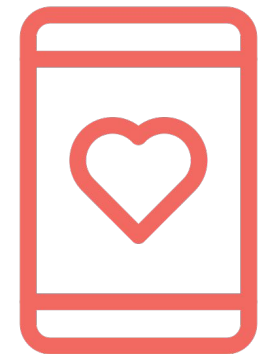


**Pavement
riding**

Solutions. Education and technology



**Reaction
test**



**In-app
information**



**Online
education**

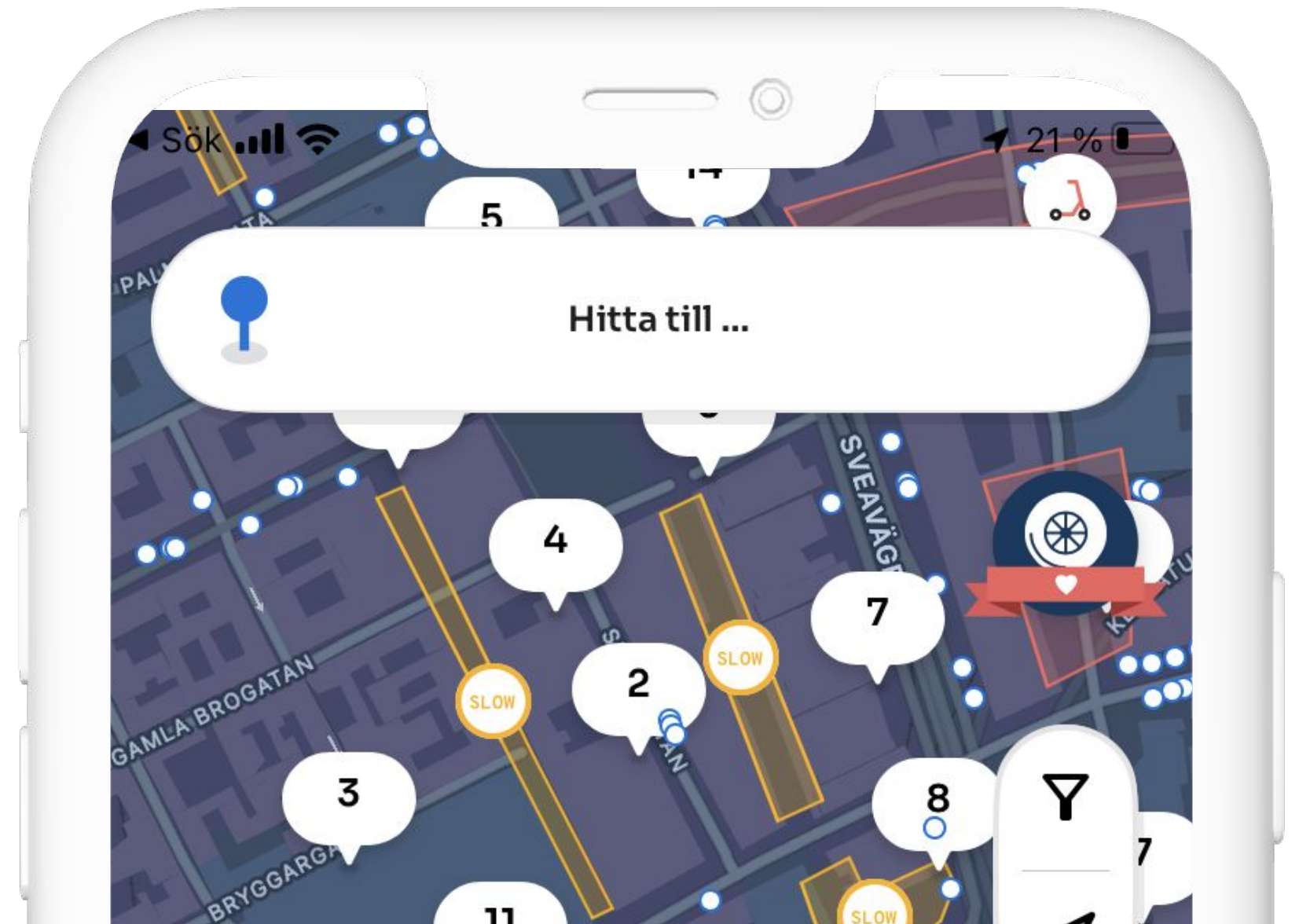


**Geo
fencing**

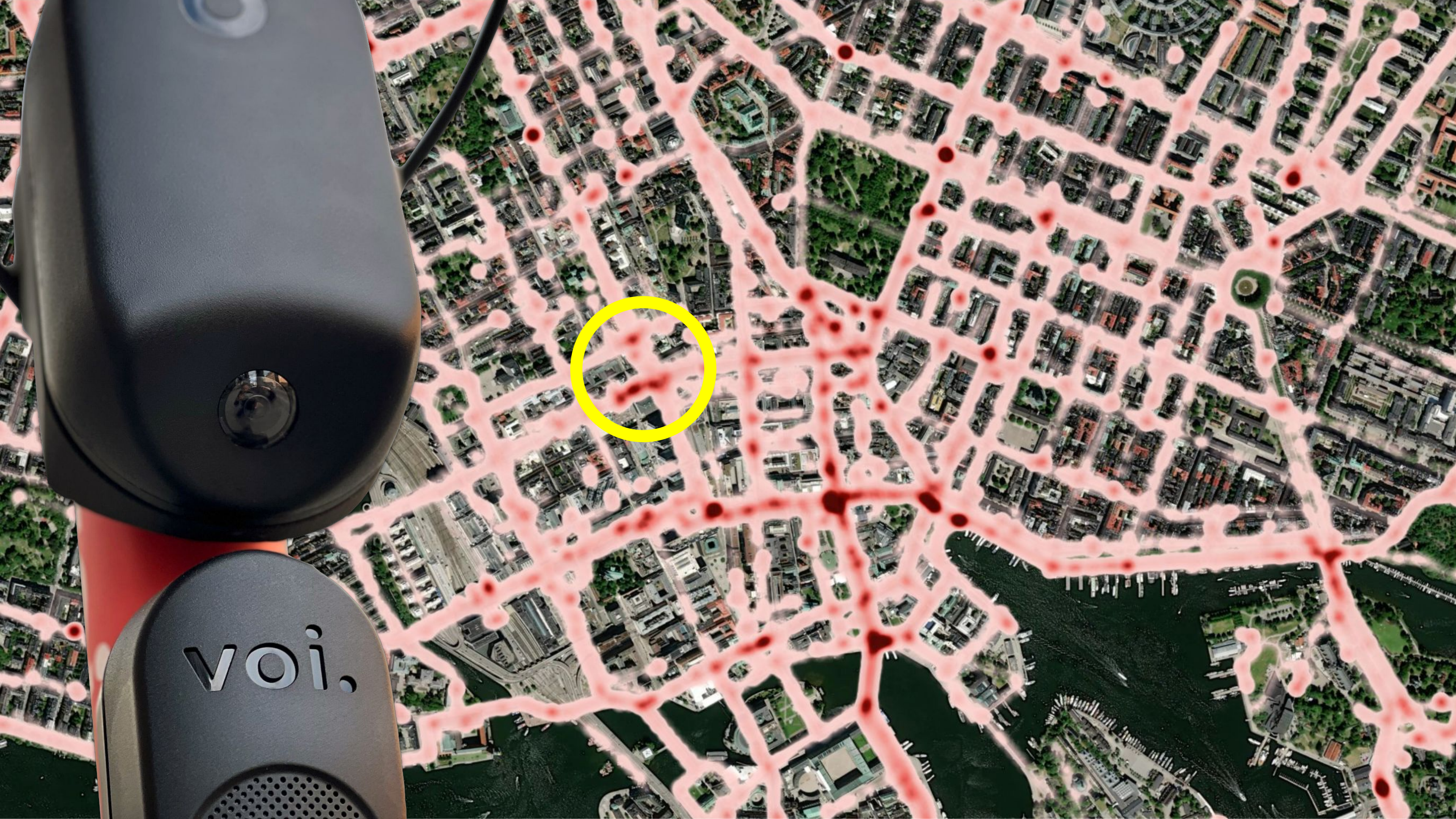
Speed management. Capped speed of 20km/h and geofenced zones



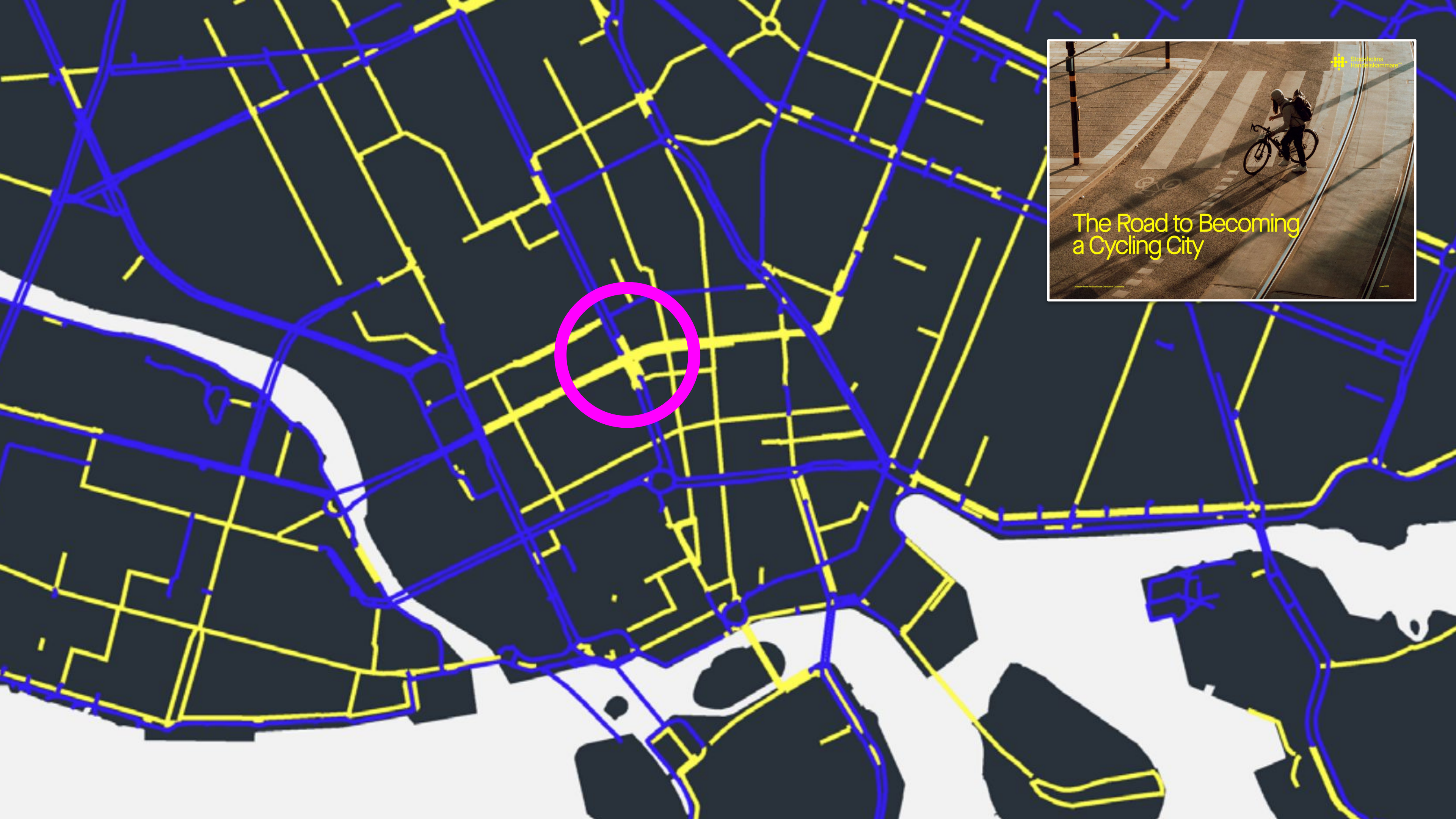
+



**Pavement riding occurs
because users are
afraid of heavy traffic**



voi.



Unprotected bike rider



Problem

1

**50 km
speed limit**

2

**Drivers are
speeding**

How car drivers behave in Stockholm

27% are breaking speed limits

79% speeding outside outside schools !!



Solution

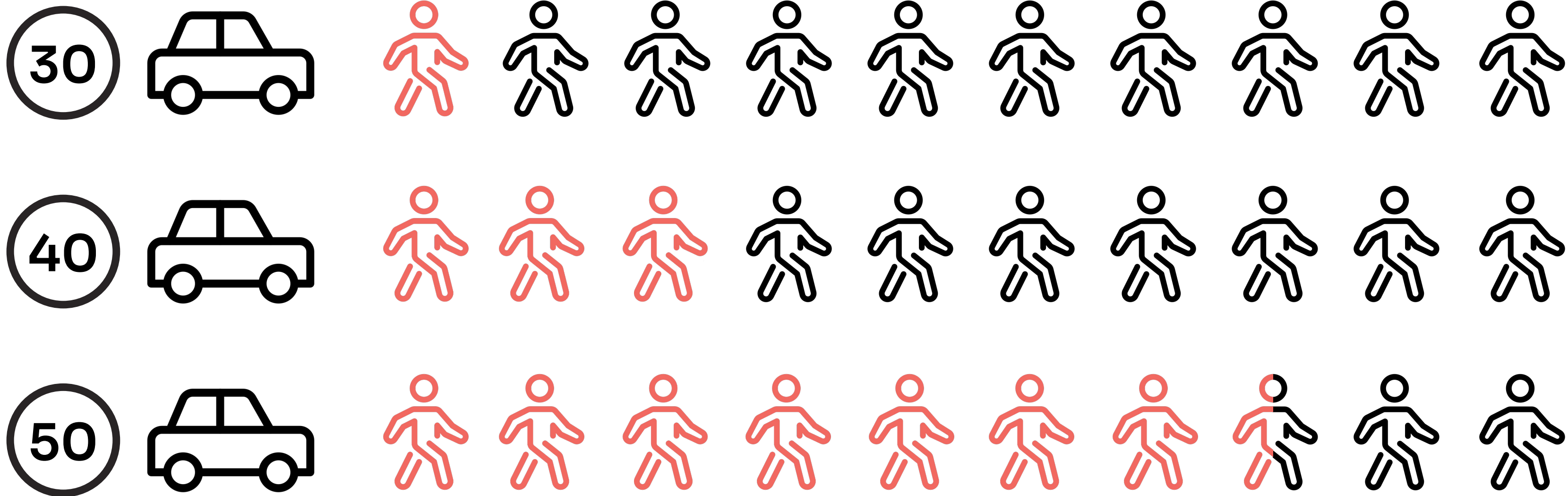
1

30 km
speed limit

2

Speed
management

Speed increases fatality risk



Which vehicle is in most need of managed speed?



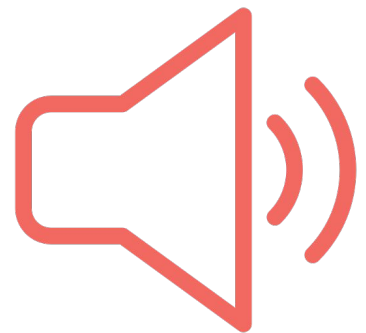
Good news

**EU regulation
has arrived**

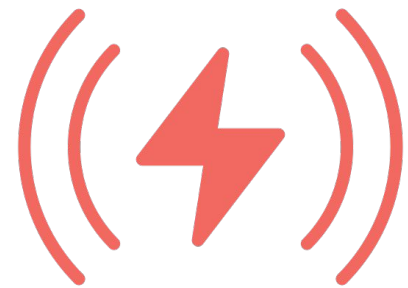
But...

**There is still
some way to go**

Four options for car manufacturers:



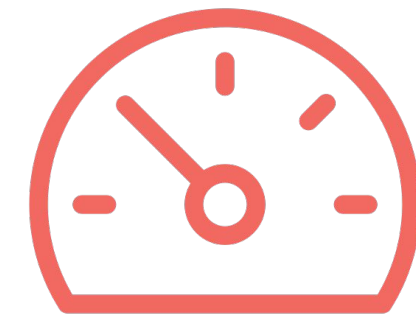
**Acoustic
warning**



**Vibrating
warning**



**Haptic
feedback
(pedal)**



**Speed
management**

**Making streets safer
for all is key to reach
climate-neutral,
living cities**



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for living

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