

5th International Conference and Exhibition on

Automobile and Mechanical Engineering

September 20-21, 2018 | Rome, Italy

Specification of passive & active safety systems for a new vehicle brand to compete in the European market

Olumide Osokoya

Emerald Automotive Design Ltd, UK

The European passenger car market is a very competitive one and has one of the strictest regulations for safety. To successfully sell in this market requires the selection of best and most modern safety features. This paper expounds selected passive and active safety systems for a new fictitious vehicle brand, Suwei Qince to compete in the European market. Safety of road vehicles is first discussed and the mechanics of human injury. For the selection process, a benchmarking process was carried out to compare the safety systems available in common vehicles with their Euro NCAP (New Car Assessment Programme) safety scores and ratings. It was discovered that active safety and driver assistance systems significantly improve the ratings of new cars and contributes to their attractiveness to customers. This paper therefore expounds a set of 5 passive and 6 active safety systems that will guarantee a 5-star safety award for a new car with the assumption of a sturdy crashworthiness already in place. A summary of the cost estimate and the willingness of buyers to spend on safety is explored in the concluding sections.

oluosokoya@gmail.com