

About half of Australian drivers support mandating Intelligent Speed Assistance in new vehicles: HERE Technologies survey reveals

- *HERE Technologies 'Safer cars, safer roads' survey highlights strong demand for Intelligent Speed Assistance, with 70% of Australians surveyed believing it can reduce speeding.*
- **32%** of respondents admit to unintentionally speeding.
- **51%** of respondents believe Australian government should mandate ISA in all new vehicles.

November 12, 2024

Sydney – A new survey by [HERE Technologies](#), the leading location data and technology platform, reveals that Australian drivers are increasingly interested in Intelligent Speed Assistance (ISA) as a critical safety feature for vehicles.

Key highlights from the **'Safer cars, safer roads'** survey include:

Unintentional speeding is common among respondents

Although a majority of respondents (79%) consider themselves cautious drivers, 32% admit they unintentionally speed. Almost a quarter (24%) also said they tend to exceed the limit when signs are missing.

Speed limits viewed as essential for road safety

According to the survey, Australian drivers overwhelmingly agree on the importance of obeying speed limits, with 88% citing adherence to speed limits as vital for improving road safety. Furthermore, 64% are highly concerned about the risks associated with speeding, and 79% of respondents believe driver judgment alone is insufficient to determine safe speeds, especially in changing road conditions.

High demand for accurate speed limit information

A significant number of drivers want reliable road speed limit information in their vehicles. Currently, nearly half of drivers (44%) lack a system for road speed limit data, and 74% of them expect it to be accurate if available. Among those with a system, only 48% find it reliable.

After learning about ISA features, such as speed limit warnings¹ and automatic speed limiters², 70% of respondents believe ISA could effectively reduce speeding and improve road safety. Many also favor specific interventions: 66% support advisory alerts when they exceed the limit by 6-10 km/h, and 60% favor speed limiters for speeds 20 km/h or more over the limit. These findings suggest that Australian drivers are open to ISA's gradual interventions and stricter measures for significant speeding.

Importantly, respondents recognize ISA's potential impact in high-risk areas, such as school zones (79%), retail areas (73%), and construction zones (73%). They also see ISA as particularly beneficial for younger drivers (77%), reckless drivers (76%), and taxi or rideshare drivers (75%).

Support for ISA in future vehicles

The appetite for ISA in future vehicles is strong, with 74% of respondents seeing ISA as a valuable feature and 56% wanting it in their next car. Furthermore, 51% believe the Australian government should mandate ISA in all new vehicles, signaling a clear call for regulatory action to ensure widespread adoption of this technology that enhances road safety and helps reduce speed-related accidents.

Quotes

- **Konrad Stempniak, Executive General Manager, Sales & Marketing, EROAD:**
"We know through our customers that by communicating speed limits to the driver, the number of speeding events can reduce significantly. This is especially true when coupled with real-time driver coaching through audible alerts when the driver exceeds the speed limit, and effective driver policies where the drivers know their employer's tolerance for speeding."
- **Daniel Antonello, General Manager for Australia and New Zealand, HERE Technologies:**
"As a leader in location intelligence, we understand the importance of accurate speed limit information and real-time updates for safer roads. The findings from our survey reveal a growing demand for Intelligent Speed Assistance as a standard safety measure in Australia. This strong demand for ISA technology reinforces our mission to collaborate with car makers and government regulators to integrate these important safety measures into all vehicles. This is one simple way technology can help create a safer driving environment that prioritizes the well-being of all road users in Australia."

Media contacts

TEAM LEWIS Australia on behalf of HERE Technologies

Adam Gangemi

+61 499 178 161

adam.gangemi@teamlewis.com

HERE Technologies

Camy Cheng

+65 9088 4127

Camy.cheng@here.com

About 'Safer cars, safer roads'

This survey was conducted between September and October 2024 via Pollfish and involved a representative sample of 1,000 drivers in Australia. The aim is to gauge drivers' understanding and attitudes toward Intelligent Speed Assistance (ISA) technology and its potential benefits for road safety. The survey was designed to capture driving habits, perceptions of speed limits, and the acceptability of ISA interventions among Australian drivers. The findings are intended to inform stakeholders, including automotive manufacturers and policymakers, on the



importance of accurate speed limit information and the role of ISA in enhancing road safety.

About HERE Technologies

HERE has been a pioneer in mapping and location technology for almost 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at here.com.

¹ ISA Advisory Warning alerts the driver when the vehicle exceeds the speed limit for a few seconds. If speeding continues, multiple alerts lasting 3-5 seconds are given but stop after 30 seconds. Drivers can set the alert to trigger at or slightly above the limit. The alert includes a visual warning and either a subtle sound or pedal vibration. It can be deactivated for a trip but resets to "on" for the next drive.

² The ISA Intelligent Speed Limiter prevents further acceleration if the vehicle exceeds the limit for several seconds. Drivers can override it with a button or by pressing the accelerator harder. It reactivates when the vehicle slows down. The system resets to "on" for future drives.