



SUCCESS STORY PARTNERING TRANSPORT FOR LONDON LOGISTICS FLEET TO IMPROVE ROAD SAFETY

Sturdy's SpeedIQ® retrofit Intelligent Speed Adaptation system reduced incidences of speeding and maximized the safety of the City's road users.

Overview

Major cities around the world are taking a stand to end the toll of deaths and injury seen on their roads and transport networks, by committing to Vision Zero. London is at the forefront of this approach and the Mayor's Transport Strategy sets out the goal that, by 2041, all deaths and serious injuries will be eliminated from London's transport network.

Safe speeds, safe vehicles and safe behaviors are three of the keys to the Vision Zero action plan.

Sturdy SpeedIQ® fits perfectly with this vision by helping drivers adhere to legal speed limits, making vehicles safer and reducing the likelihood of road users behaving in a way that is risky to themselves and other people.

Fleet profile

Company

TfL Vehicle Logistics Fleet

Industry

Government

Location

London

Fleet size

- 800 vehicles
- 4,000 staff authorized to drive

Types of vehicles

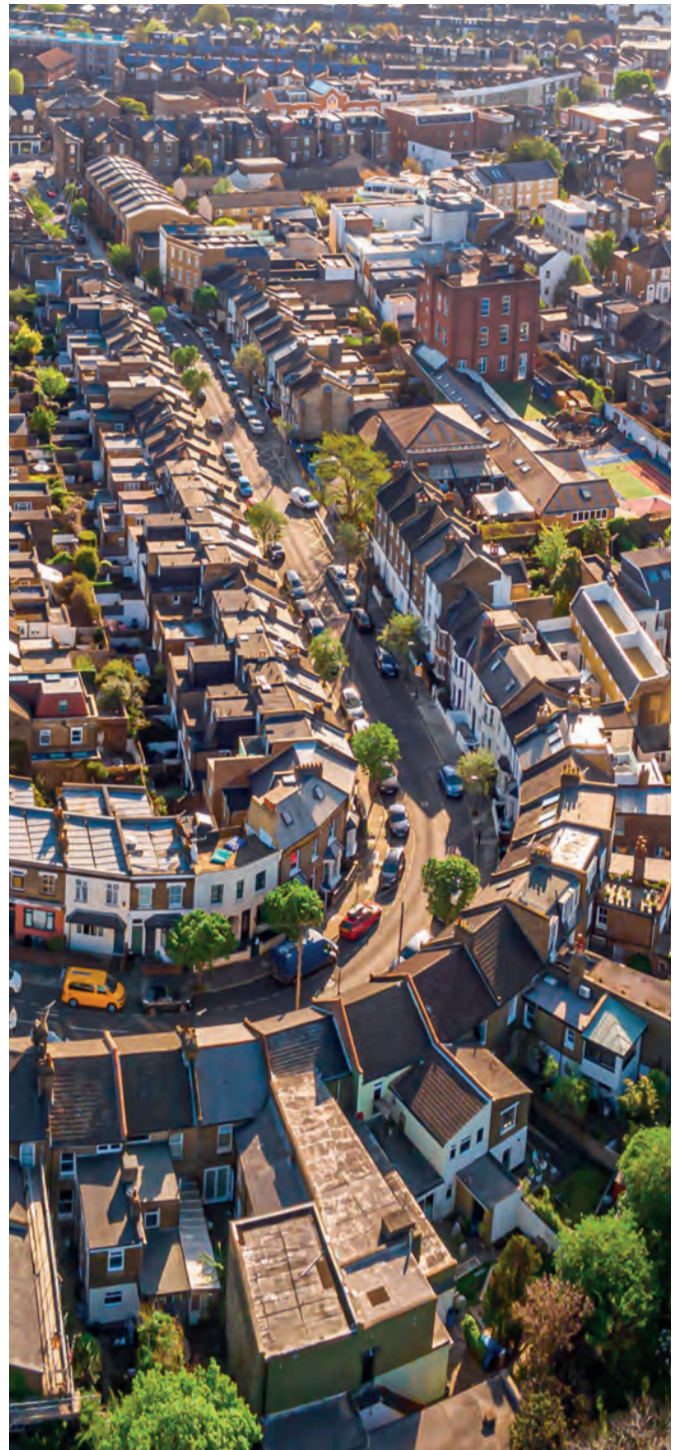
- Cars
- Light Commercial Vehicles
- Heavy Goods Vehicles
- Fire Engine Vehicles

Solution

- SpeedIQ®

Fleet focus

Fleet Safety



Some of TfL Transport Strategy 2041 aims:

ZERO

number of people killed or seriously injured on London's roads

3,000,000

fewer daily car trips

72%

reduction of CO₂ emissions from London's transport network

80%

of trips undertaken by active, efficient and sustainable modes

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The number of people killed on London's roads has fallen to the lowest level on record. While this is welcome news, even one death or serious injury is one too many – and through #VisionZero – we're taking bold action to prevent deaths and serious injuries on our transport network.

Sadiq Khan, Mayor of London, 24 July 2019



The challenge

Reducing speeding events

The TfL logistics fleet operate 800 vehicles across a 9,200 mile road network, using every type of road, and providing essential support and services throughout the TfL network.

Operating in high density urban areas, often with inadequate speed signage and a government policy of lowering speeds, drivers face challenges in trying to adhere to the limit.

Whilst some speeding is intentional, telematics analysis by TfL found that there were many occasions where speeding occurred due to drivers been caught out by new lower speed limits. With one in four deaths on UK roads related to inappropriate speed, even accidental over-speeding, especially at low limits can be dire.

When driving at 20mph, if a child stepped into the road three car lengths away, you'd stop in time. The same car traveling at just 25mph wouldn't be able to stop and would instead hit the child at a speed of 18mph.

A mass of irrefutable evidence proves that lowering average speed makes roads safer for all users. With this in mind TfL made it a priority to assist their drivers and achieve a reduction in speeding events. A solution was found in the Sturdy SpeedIQ® retrofit ISA system.



A lot of the London area is now limited to 20mph. Telematics data showed that many speeding incidents involved drivers traveling around 32mph, so it was clear they were trying to stick to a 30mph limit when, in fact, they were in a 20mph limit.

Tim Dawes – Fleet Compliance Manager TfL
Fleet News Magazine

The solution

Using ISA to assist drivers

TfL required a standardized retrofit solution that would actively prevent over-speeding. Intelligent Speed Adaptation (ISA) was chosen as the best way to make the biggest impact on fleet safety. Sturdy SpeedIQ® was tested and selected as the solution of choice.

Sturdy SpeedIQ® actively prevents the vehicle from exceeding the current speed limit by using GPS location and a highly accurate digital speed map.

If the vehicle is traveling over the speed limit then the vehicle acceleration is removed by SpeedIQ® until the vehicle speed reduces to the correct limit. Once at the new speed limit, just enough throttle is returned to smoothly maintain that limit.

When transitioning from one speed limit zone to another SpeedIQ® automatically adjusts to the new speed limit. There is no intervention of the brakes by SpeedIQ®, whilst the driver remains responsible for slowing the vehicle, the removal of acceleration acts as a handy reminder if a new lower limit has been missed.

SpeedIQ® is installed with a driver assisting information screen. This confirms to the driver the current speed limit in force and the actual speed of the vehicle. As a visual warning, the screen will display in red if the limit is being exceeded.

Vehicles equipped with SpeedIQ® will continue to receive over the air updates which keep the map data accurate and ensure TfL see these benefits throughout the life of the vehicle.



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Speed has been recognized as one of the three main contributing factors to deaths on our roads. And for more than a decade, the European Transport Safety Council has been advocating the benefits of Intelligent Speed Assistance in saving lives.

ETSC.EU





The results

95%+ reduction in over-speeding

The benefits of the Sturdy SpeedIQ® ISA system were seen immediately after installation, with the telematics report of over-speeding events shrinking to a manageable size for the compliance team.

Prior to installation on the first 360 vehicles a fleet sample of that size would average more than 7,200 speeding events per week. Nearly all the SpeedIQ® equipped vehicles were immediately averaging less than one event per vehicle per week.

This was completely automatic, required no further physical intervention and started working from the moment the product was installed.

Fleet compliance manager, Tim Dawes insists the Sturdy SpeedIQ® ISA equipped vehicles are there to help them avoid picking up speeding points and potentially losing their license.

“ We had an issue recently where the Paddington flyover was switched from a 40mph limit to a 30mph. One of our drivers was unaware of this and unfortunately over consecutive nights he got a series of speeding tickets. One of these vehicles (equipped with SpeedIQ®) would have helped him avoid that, and he wished he'd had one.

Tim Dawes, Fleet Compliance Manager



Get in touch

Very few products available in today's market give immediate and automatic life saving benefits. True, active intelligent speed assistance (ISA) has been hailed by the European Transport Safety Council as the single most effective way of saving lives on our roads.

Book your demonstration of Sturdy SpeedIQ® retrofit intelligent speed assistance today.

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**Save more by driving
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Sturdy VMS with SpeedIQ is designed to operate as a driver assistance system only. Control of the vehicle remains the sole responsibility of the driver who is subject to all legal requirements for operation of a motor vehicle on public roads. All reasonable effort is made to ensure that our speed limit data is accurate. However, vehicle operators should expect the accuracy of our speed limit data to decrease as the vehicle travels into residential, rural and less densely populated areas. All VMS and SpeedIQ specifications are subject to change without notice and Windows operating system is required for installation of VMS and SpeedIQ.