

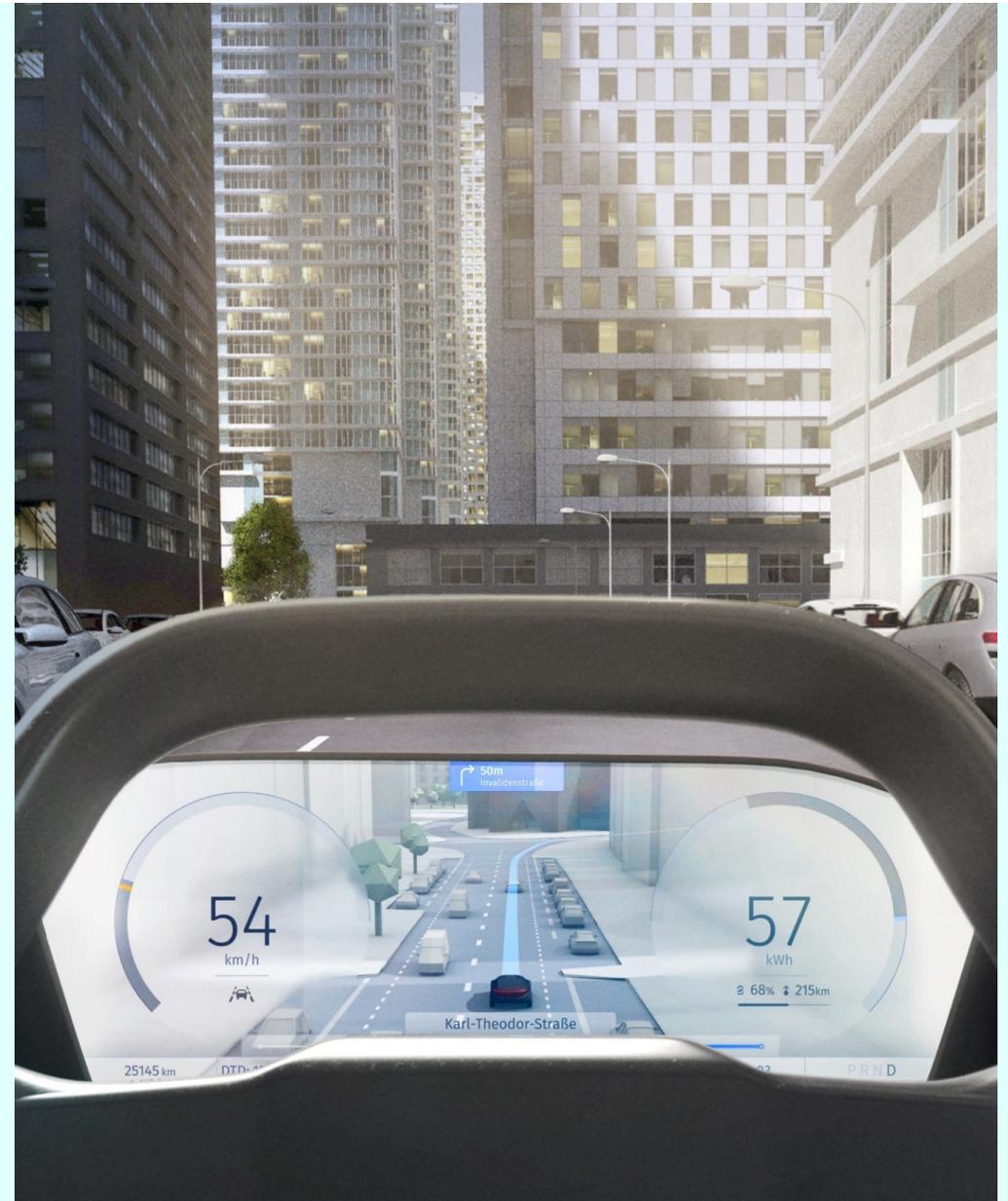
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ISA - Intelligent Speed Assistance

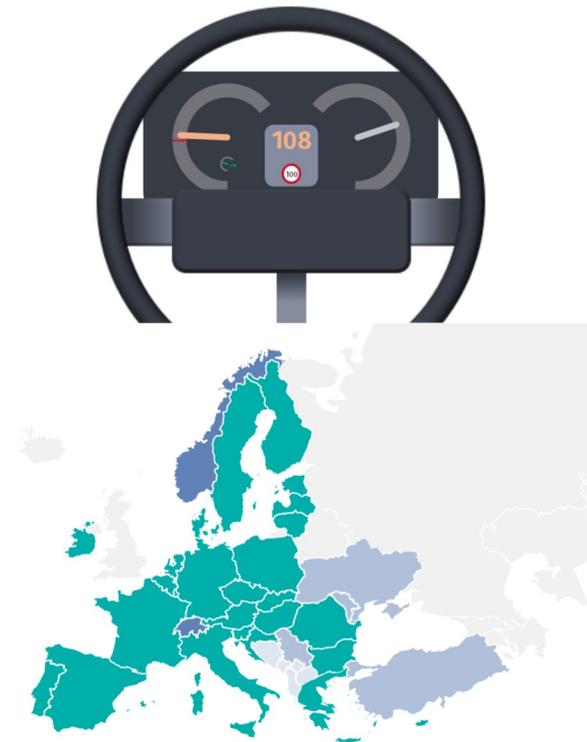
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Intelligent Speed Assistance (ISA)

Mandatory system to support drivers with complying with the speed limits on any road of all European Union countries

- **Legal speed limit is always displayed to driver.** Mandatory for **cars, vans, trucks, and busses***
- from **Jul 2024** for all new registered vehicles
- **EU 27 countries** + NOR, CH – Russia, Turkey, Israel introducing similar legislation
- **Minimum 7 years of map updates free to users** with at least **annual map updates**. The ISA solution must be reliable and comply with the ISA regulation acceptance criteria for at least 14 years after the date of manufacture of the vehicle.
- **ISA vehicle type approval tests** needs to be passed or vehicle cannot be sold:
 - **A minimum of 3 different explicit signs AND 3 different IMPLICIT signs**
 - The **real-world test drive** shall be **400 km**
 - **The performance target is at least 90%** of accurate Speed Limit information for the total distance driven



* **GSR/ISA** exempts small series vehicles (M1 / sports cars) below 1500 units

Speed Limits – Explicit & Implicit

Explicit Speed Limit Signs



Implicit Speed Limit Signs



- Based on road rules and regulations
- Country and regional differences
- Road type, pavement, weather depended

Speed Limits Challenges in Europe

1 Not all countries have the same density of explicitly sign posted speed limits

- High density in Northern Europe and UK
- Low too very low in Central, Southern and Eastern Europe

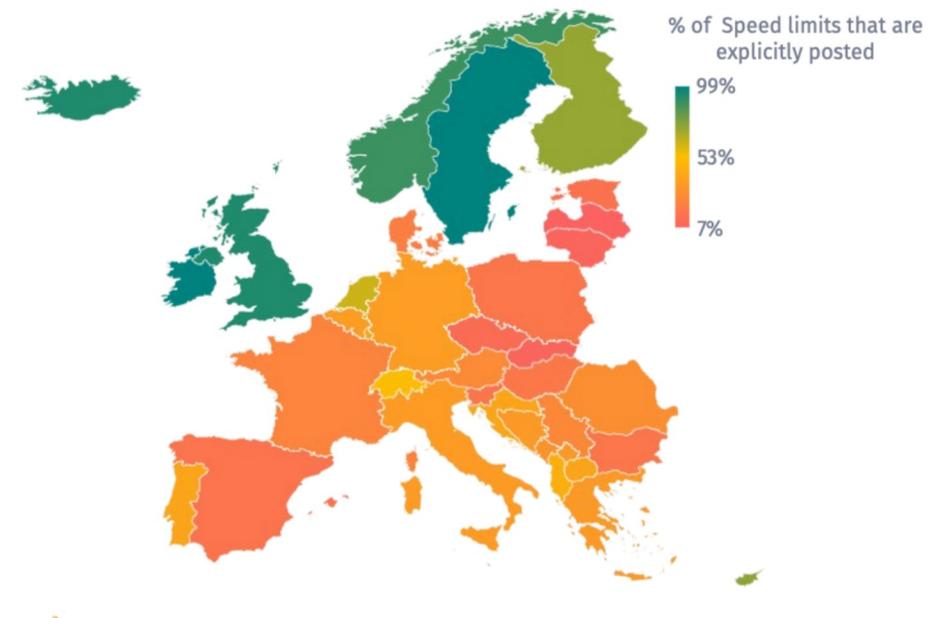
Over 60% of speed limits are implicit. They are not sign posted but based on road rules and regulations.

2 Location specific speed limits

- Speed Limits change when crossing country borders
- Motorways, national roads, inside city limits, play zones/pedestrian roads

Source: HERE internal data research

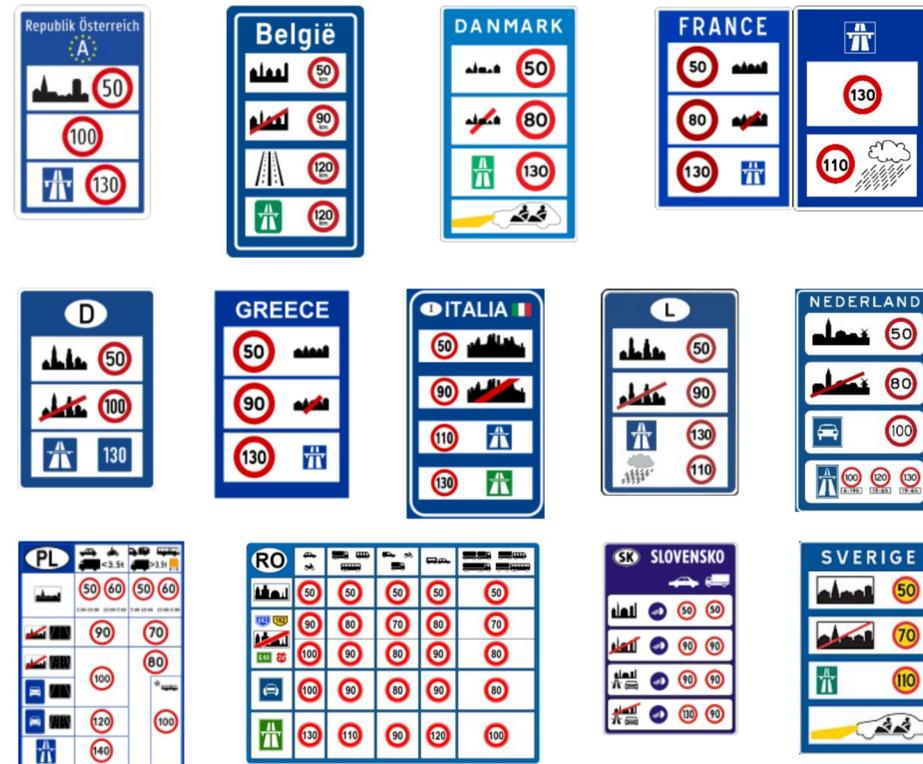
Estimated posted speed limits density in Europe



Country specific rules/Speed Limit rules change when crossing European borders



- National speed limits are not the same across countries for the same road classes
- Multiple conditions can apply based on the time of day, weather, number of lanes etc. These are called conditional Speed limits



Intelligent Speed Assistance

SAE Level 0

