

Vehicle Safety Jordan Case

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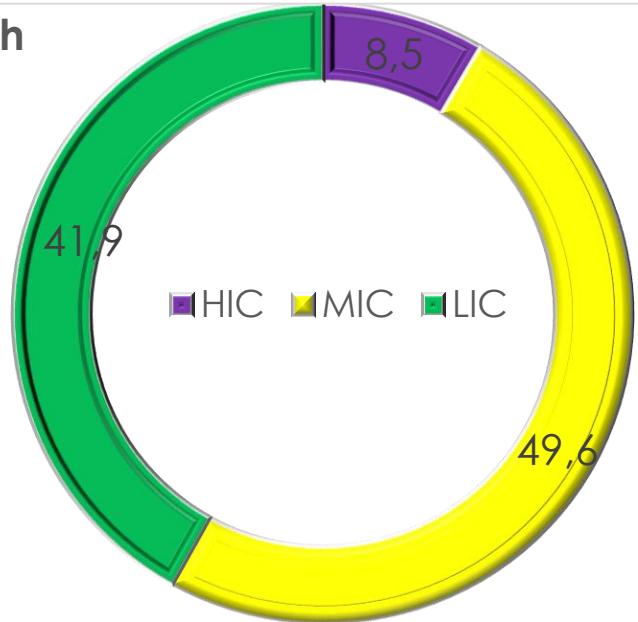


Presentation Outline

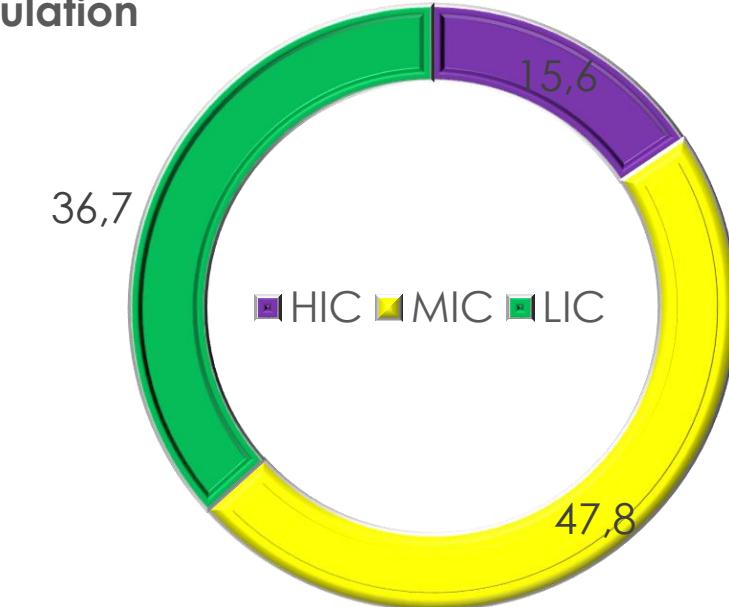
- ▶ Global Road Safety Overview
- ▶ Road Safety Pillars – Safer Vehicles
- ▶ Jordan In Numbers
- ▶ Vehicle standards and Regulation
- ▶ Vehicle Fleet
- ▶ Road Crash and vehicle Involvement
- ▶ What Customers think and do

Road Safety Indicators

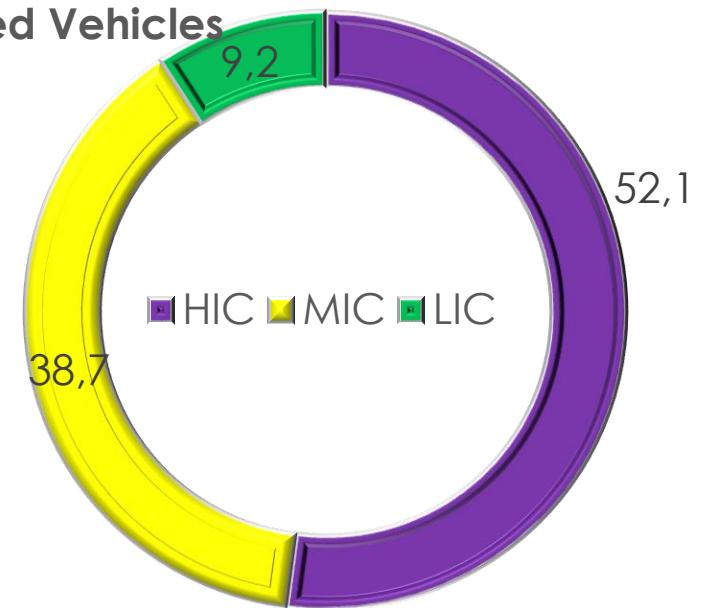
Road Death



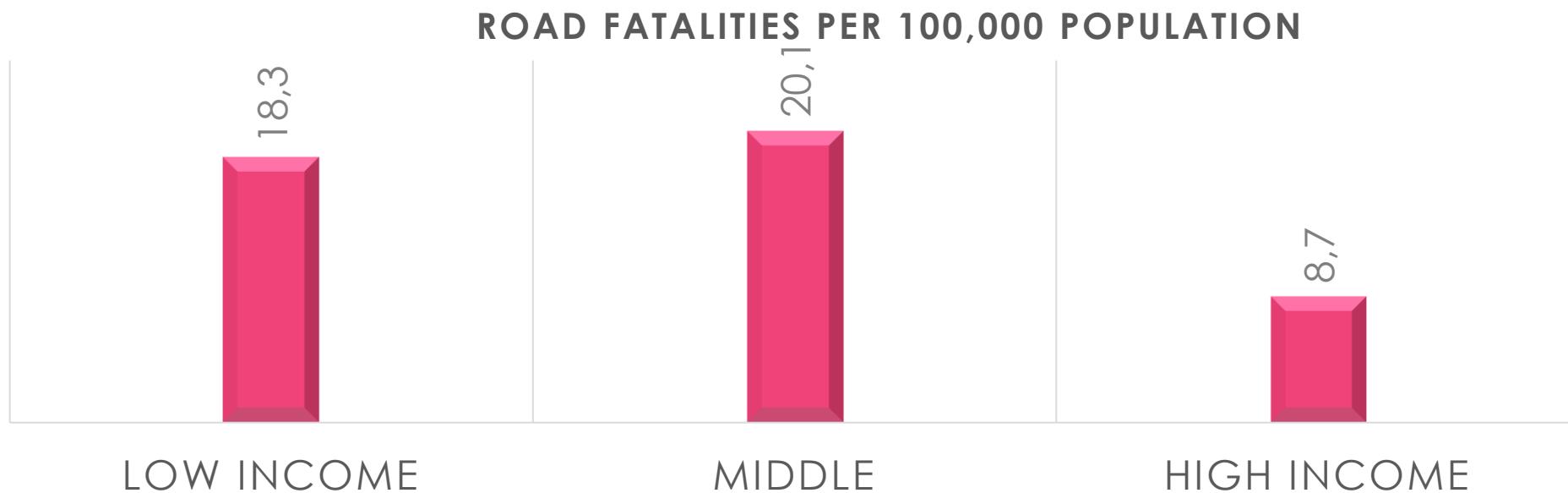
Population



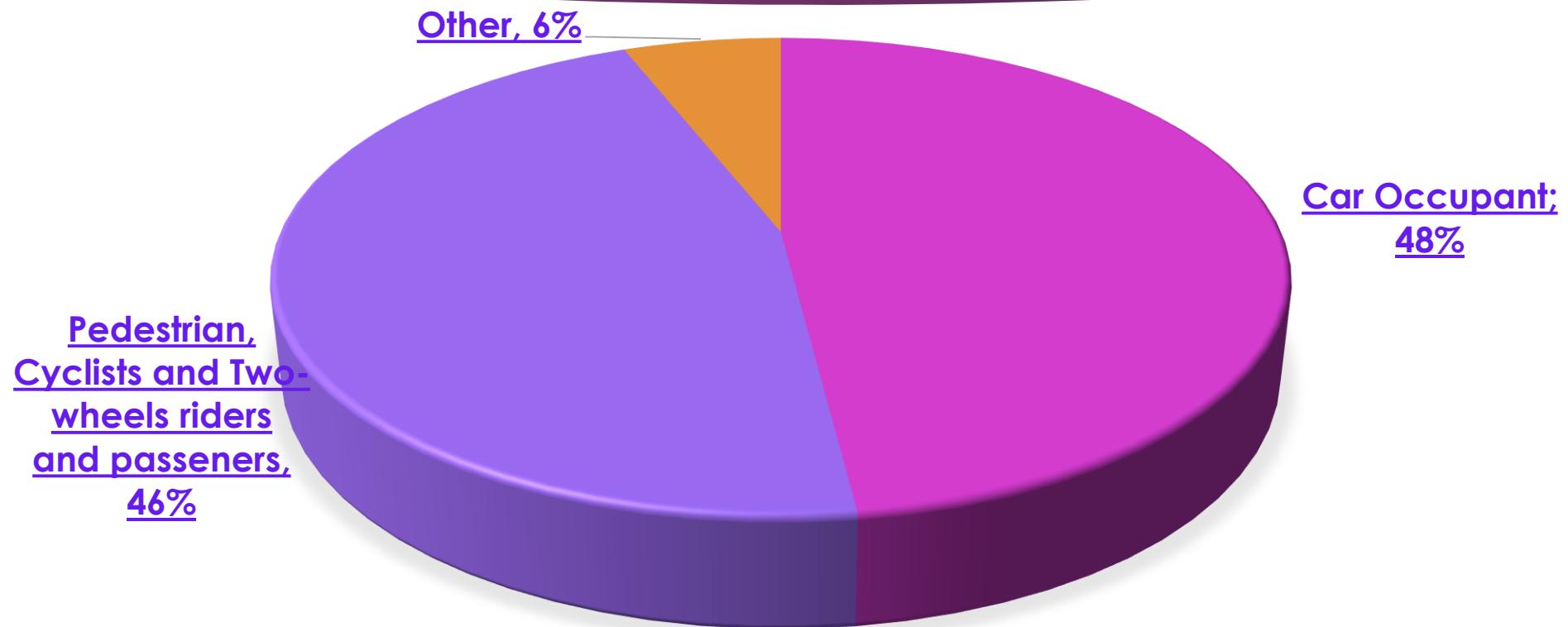
Registered Vehicles



Middle-income Countries Road Safety Situations



ROAD DEATH BY ROAD USER TYPE



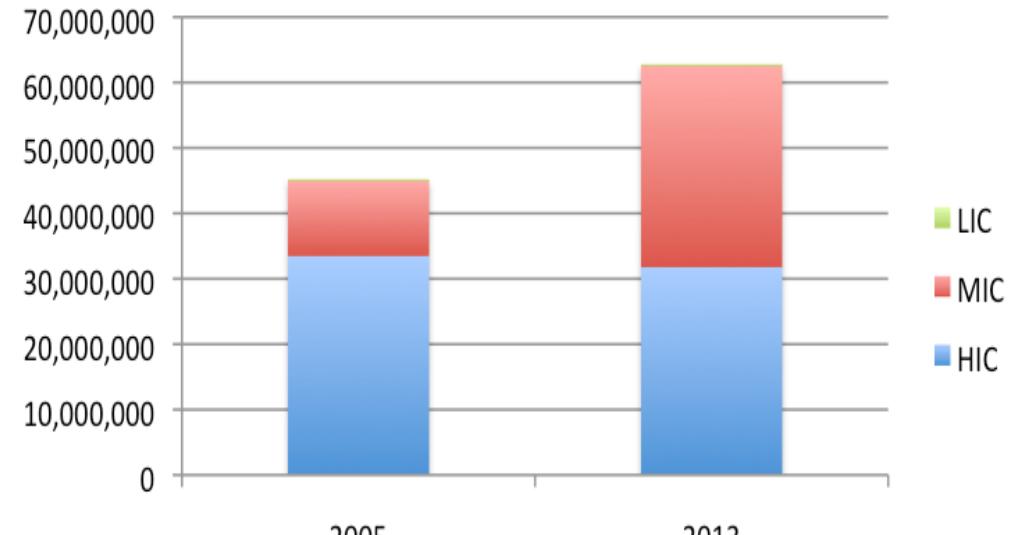
WHO

Changing Geography of the Global Car Market

Top 10 Car Producing Countries/regions 2013

Country	Amount
China	18,085,213
European Union	14,613,286
Japan	8,189,323
USA	4,346,958
South Korea	4,122,604
India	3,138,988
Brazil	2,742,309
Russia	1,919,636
Mexico	1,771,987
Thailand	1,071,076
Total	60,001,380

2005-2013 Passenger Car Sales and Registration by Income Group

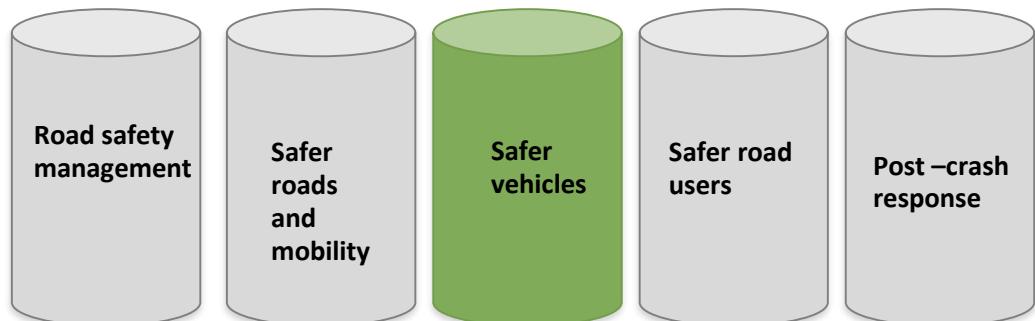


Five Pillar of Safety



Safer vehicles

- ◆ Harmonize global standards
- ◆ Implement new car assessment programs
- ◆ Equip all new cars with minimum safety features
- ◆ Promote use of crash avoidance technologies
- ◆ Encourage managers of fleets to purchase, operate and maintain safe vehicles

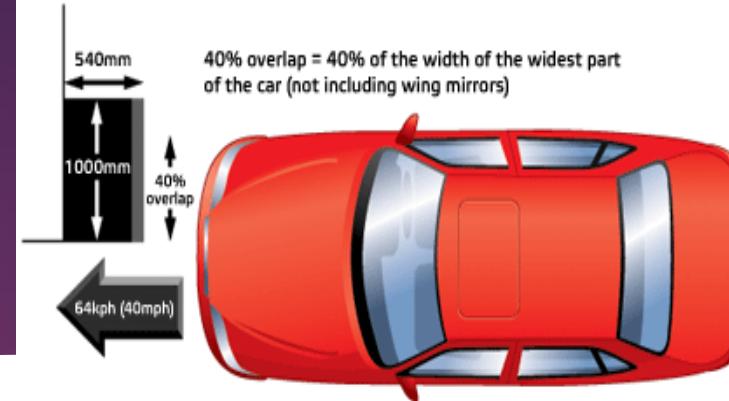


Crash Worthiness: Front & Side Occupant Protection

- The frontal impact simulates a car to car crash in which the test vehicle hits a barrier that replicates the soft front end of the other vehicle.
- The UN Reg. 94 test speed is 56 km/h whilst NCAP tests usually use 64 km/h (the speed at which fatalities are most likely).
- The side impact test uses a trolley that hits the vehicle just above the door sill area at 50 km/h.

crash avoidance systems includes

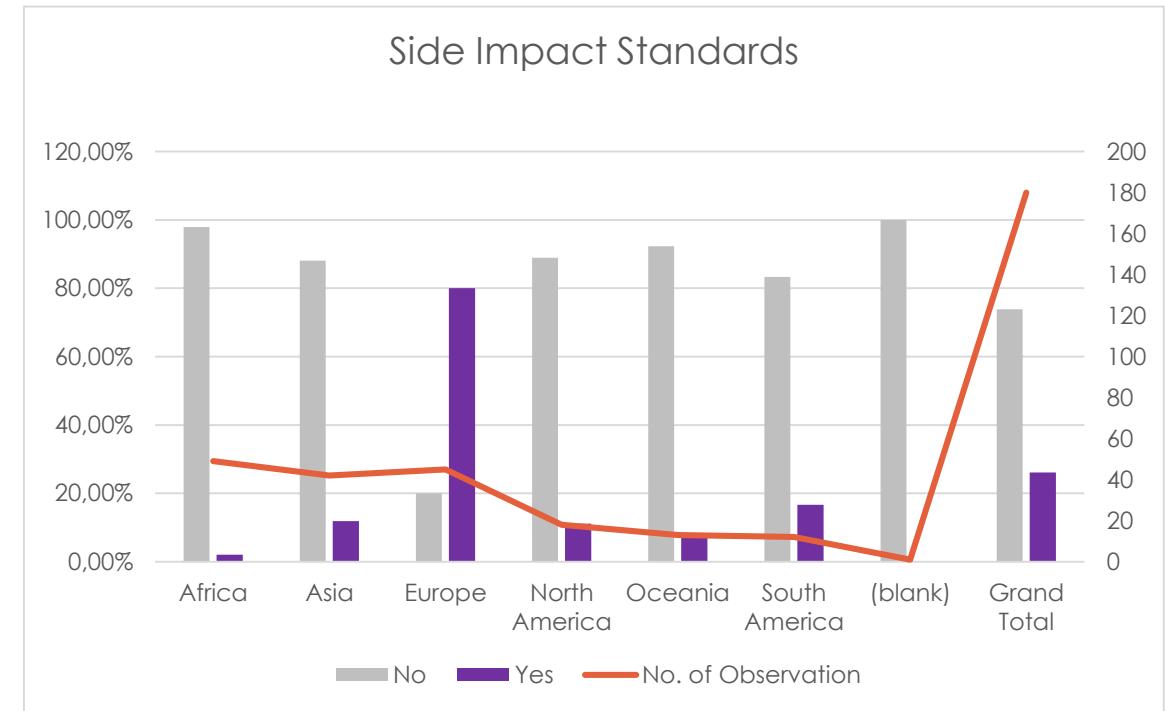
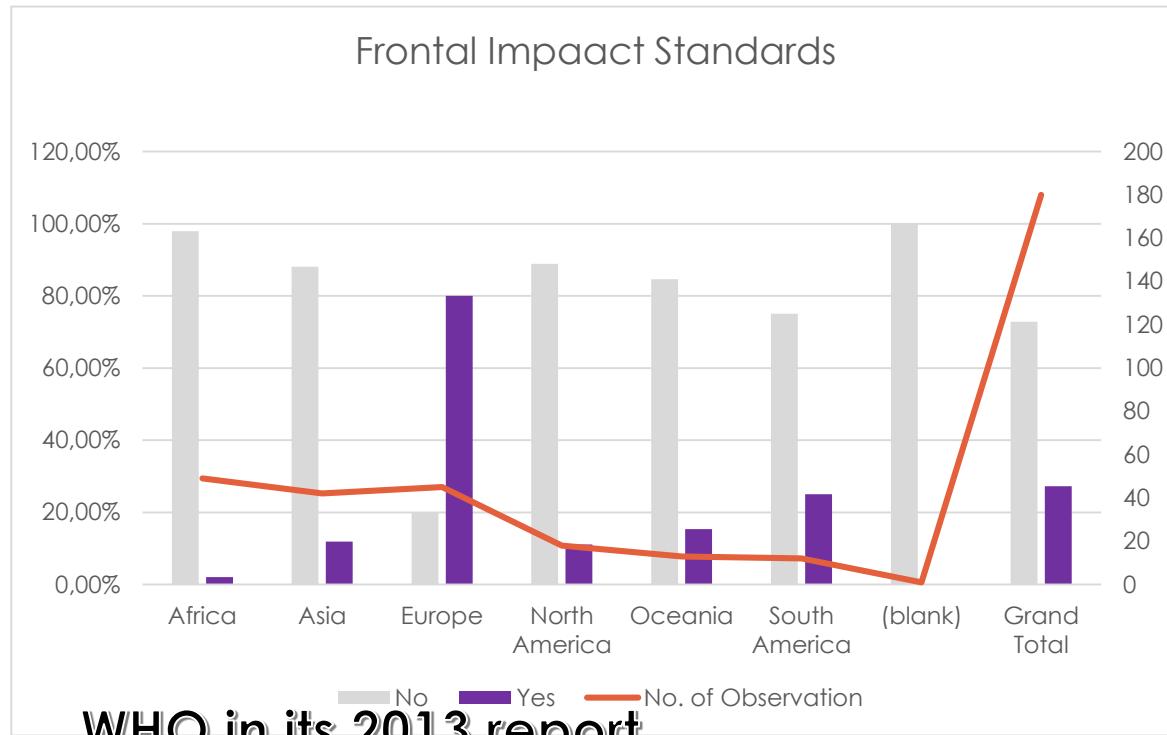
- **Electronic Stability Control**
- **Autonomous Emergency Braking (AEB)**
- **Motorcycle Anti-lock Brakes**



GLOBAL NCAP
www.globalncap.org



Front & Side Occupant Protection Practice

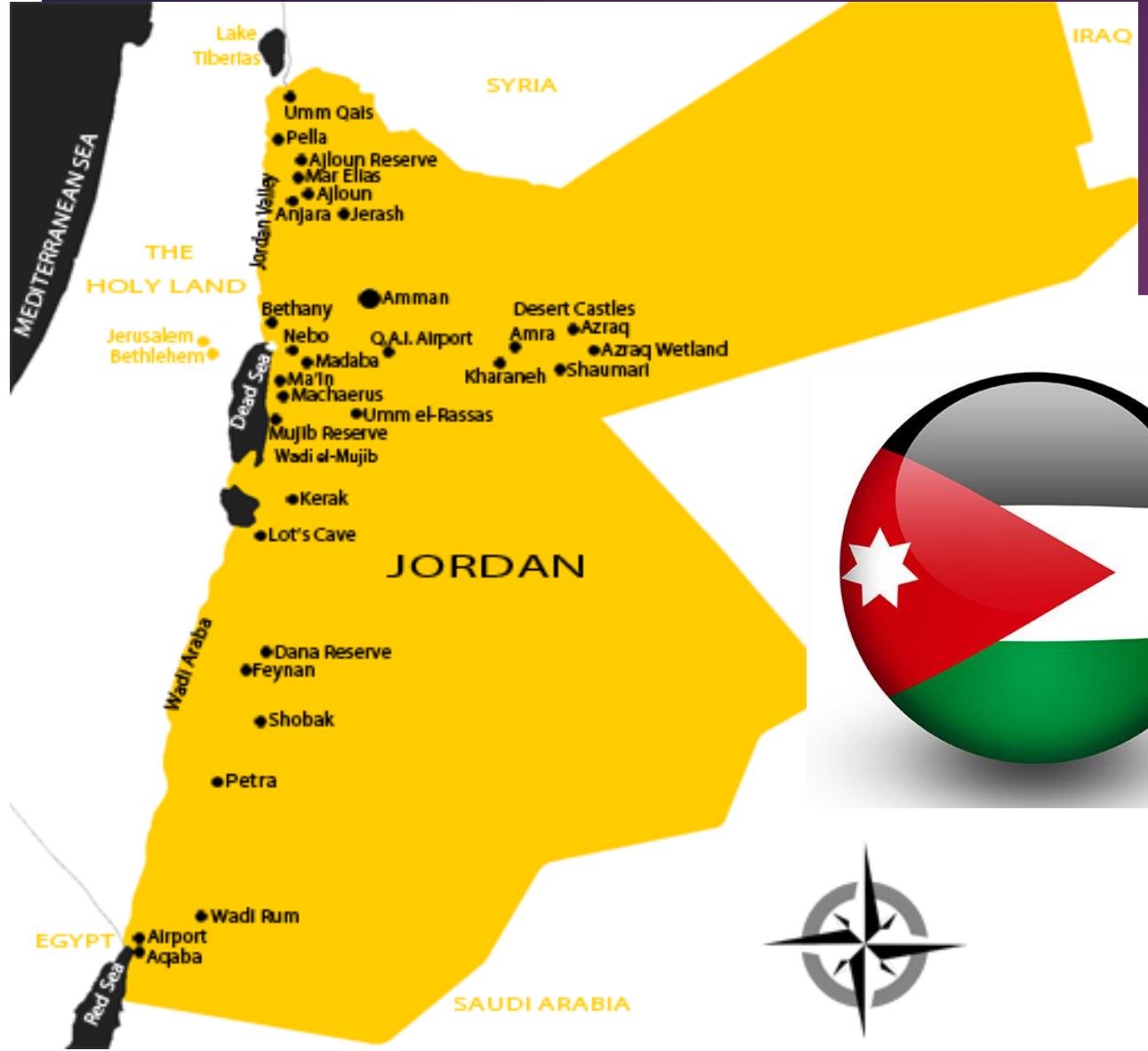


WHO in its 2013 report

No standards in Jordan related to frontal impact or the electronic
Stability control or pedestrian protection

Jordan in Numbers

- ▶ Population of 9.56 million.
 - ▶ Non-Jordanians represent around one third of Jordan's population with an estimated number of 2.92 million.
 - ▶ The gender ratio is 112 males per 100 females.
 - ▶ Women represents only 15.60 percent of Jordan working force.
- ▶ Vehicles: The registered vehicles in 2015 were 1,411,666.
 - ▶ The vast majority are registered vehicle passenger cars (77%)
 - ▶ Private car (94%);
 - ▶ Public use (6%).
- ▶ Road Network
 - ▶ 8,000 km Rural and interurban roads and
 - ▶ 6,000-8,000 Urban Road Network (Estimated)

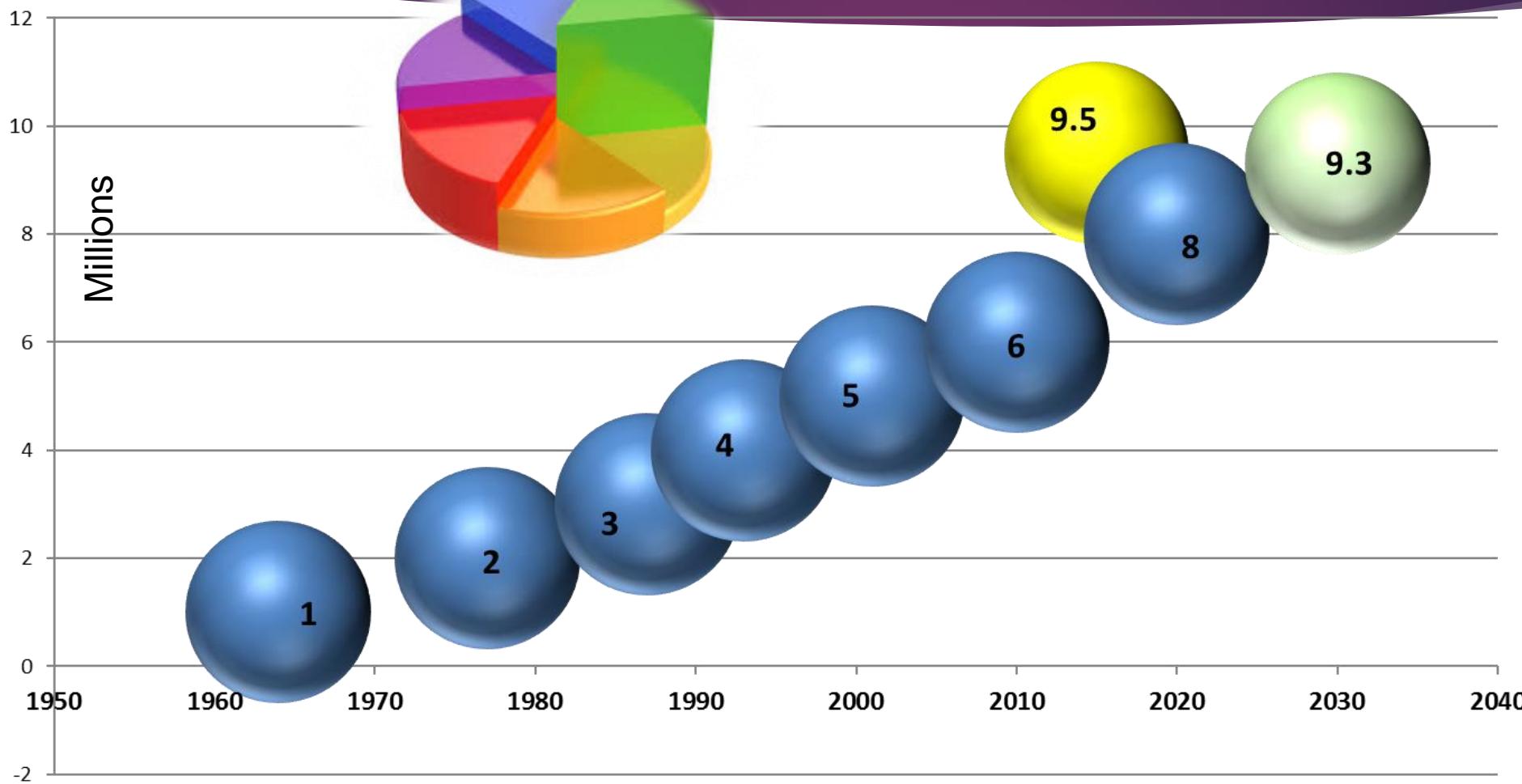


"Dramatic Increase" in Jordan's Population



Population increased 10 folds in 6 decades

Including Syrian Refugees
(Low Scenario) Scenario
of Demographic Opportu-
nity



Safety standards for vehicles

Jordan has standards, but not up-to-date and implement

Inspection & Enforcement

A regular inspections is in place

Vehicle insurance

Jordan has a compulsory insurance regulations

Incentive for purchase & use of safer vehicles

Some incentive for purchase & use of safer vehicles

Organization Structure for Vehicle Fleet System in Jordan

- ▶ Jordan Standards and Metrology organization (JSMO) in Jordan is assigned to setup the standards for vehicles.
- ▶ Jordan Customs Department is the governmental body that is supposed to ensure that the vehicle are satisfying the standards make it eligible to enter the country in coordination and collect the custom fees.
- ▶ The technical work at the custom centres is organized by a joint committee that is formed from Drivers and Vehicles licensing Department (DVLD) and Jordan Custom Department (JCD)

Organization Structure for Vehicle Fleet System in Jordan

- ▶ The DVLD is assigned to licensing and registering the vehicles in Jordan.
- ▶ Both traffic police department (TPD) and Highway patrol (HP) are responsible for monitoring vehicles and drivers on roads.
- ▶ Ministry of Transport is setting the general policy of transportation within the country. In addition, it also regulates public transport service and set the standards for vehicles through one of its affiliated organization (Land Transport Regulatory Commission, LTRC).

Jordanian Vehicle Safety Standards

Standard Category	No. Of Standards
Brakes	5
Comfort (Drivers forward visibility, Heating System, and Defrosting and demisting system)	3
Engine	2
Environment (emissions and Noise)	4
Fittings and accessories (Spray suppression systems, Interior fittings, Statutory plate, wheel Guard, Towing device, Anti-theft devices)	7
Fuel & Ignition	4
Glass and Glazing material	6
Indicators	2
Lamps and signal	7
Protection Belts and Headrest	7
Tyres	5
Steering and Speed	3
Mirror and Reflectors	2
Grand Total	57

Annual Inspection Criteria (1)

- ▶ Vehicles of all kinds shall undergo a periodic technical inspection at the licensing department according to the following:
- ▶ A - Passenger cars and motorcycle.
 - ▶ Passenger cars and motorcycle not more than three years old shall be checked once registered, except for the public and rental vehicles
 - ▶ Passenger cars and motorbikes more than three years old and less than ten years, shall be inspected once every two years according to the following:
 - ▶ Passenger cars and motorbikes with licence plate that ends with odd numbers are exempted from inspection in the odd years.
 - ▶ Passenger cars and motorbikes with licence plate that ends with even numbers are exempted from inspection in the even years.
 - ▶ Passenger cars and motorcycle that are more than ten years old shall be inspected on annual basis.

Sample of Vehicle Plates over time



1950's - 1960's

www.worldlicenseplates.com

5/2014



1950's - 1960's (1)



1972 Series



1980's



1980's



2007 Series



2007 Series



2007 Series, House of Representatives



2007 Series, Aqaba Economic Zone



2007 Series, Temporary



2007 Series, Taxi



2007 Series, Self Drive Rental



2007 Series, Police



2007 Series, Government Owned



2007 Series, Diplomatic Corps



2007 Series, Private Transport Truck



2007 Series, Public Transport Truck



2007 Series, Trailer



King's Car

www.worldlicenseplates.com

5/2014

Vehicle Plate Coding System



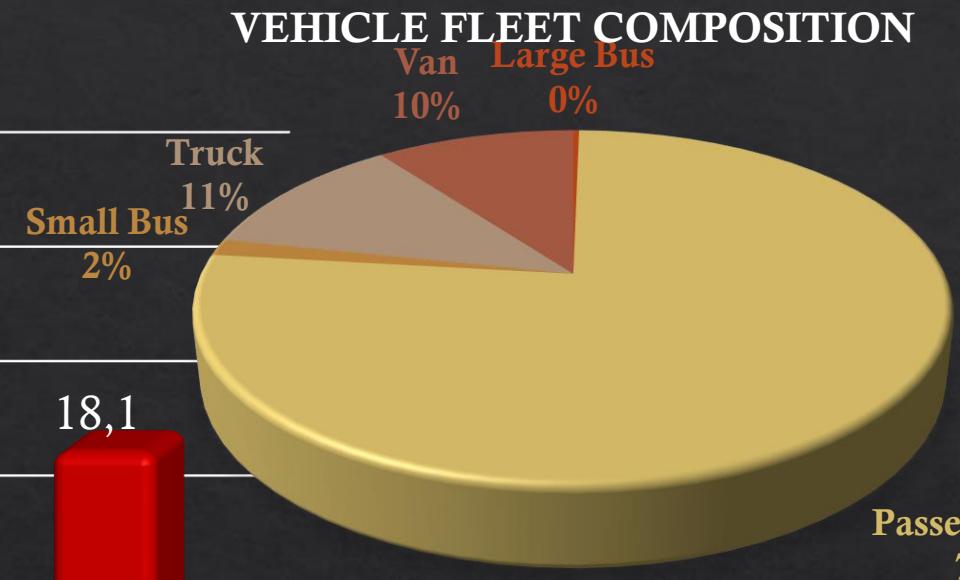
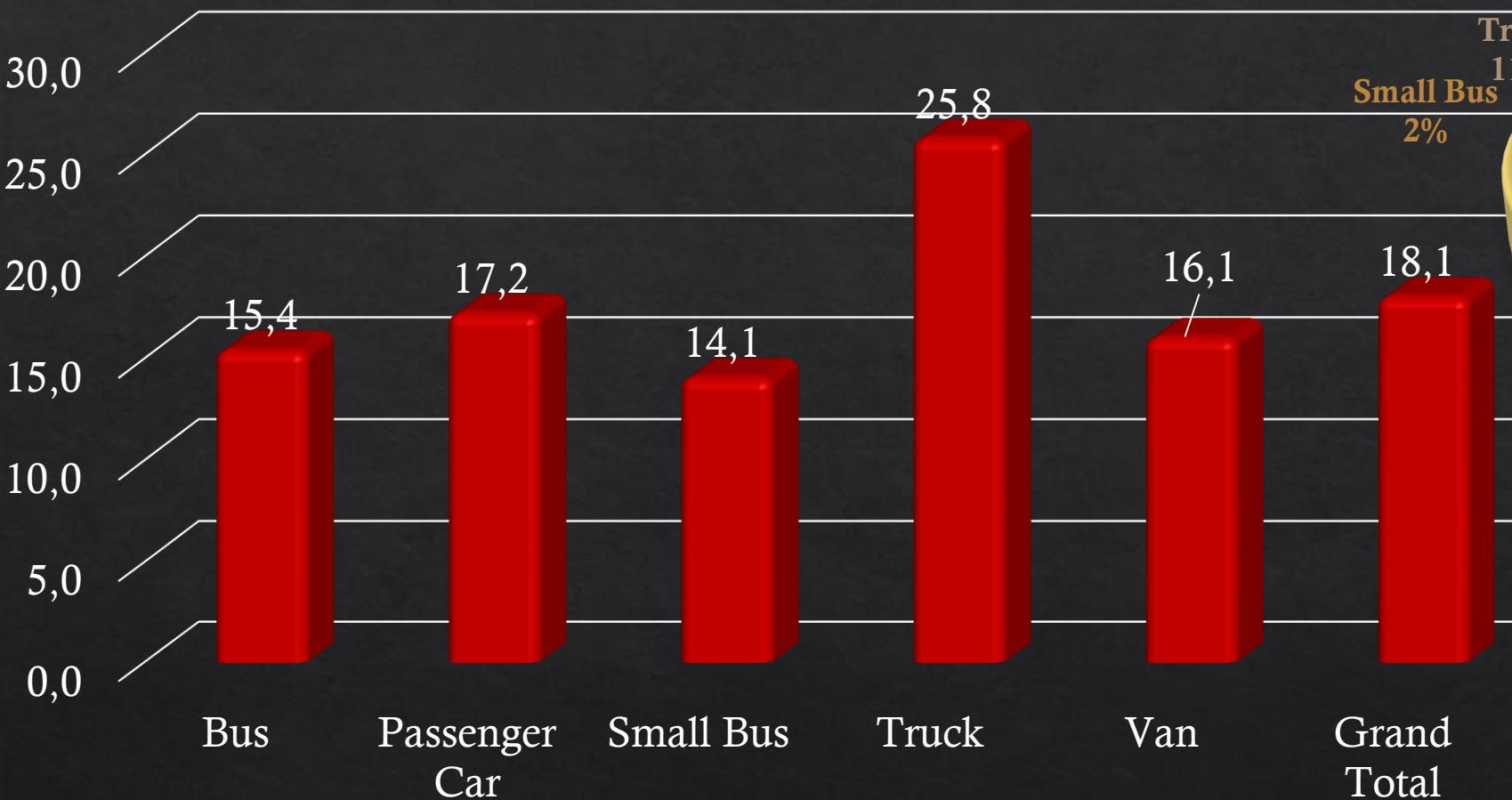
Annual Inspection Criteria (2)

- ▶ Public and rental (leasing) passenger cars shall be inspected periodically on annual basis.
- ▶ Medium size buses, buses, freight vehicles, co-transport, special-use vehicles, trailers and semi-trailers shall be inspected periodically annually.
- ▶ Motor cycles, medium size buses, buses and cargo vehicles engaged in the training of drivers shall be checked every six months.
- ▶ Medium buses and buses working in the field of transportation of students and academic staff in educational institutions shall be examined periodically every six months.

Registration and Customs Fees

- ▶ Registration fees for passenger car is estimated to be in the rate of 5.7% of the value of the vehicle and 4% of public transportation.
- ▶ The custom fees for
 - ▶ passenger car is 81.25% of the vehicle value (16% unified fees, 16% sales tax and 35% as special tax).
 - ▶ Hybrid car fees 32%
 - ▶ Electric cars from registration fees, customs duties and taxes
 - ▶ Bus operating on diesel 33.4%
 - ▶ Gasoline operated bus 50.8%
 - ▶ Van and pick 50.8% of vehicle value.
 - ▶ Trucks is only 16% to encourage renewing the truck fleet.

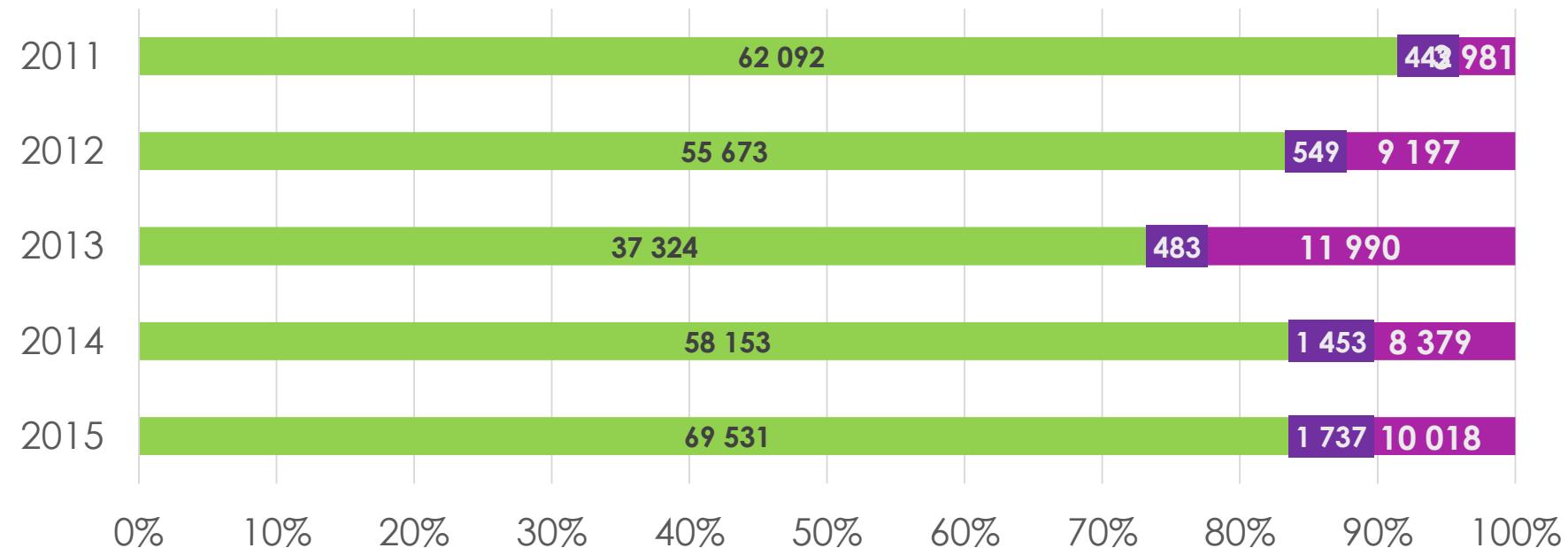




Average Age of Vehicle by Category

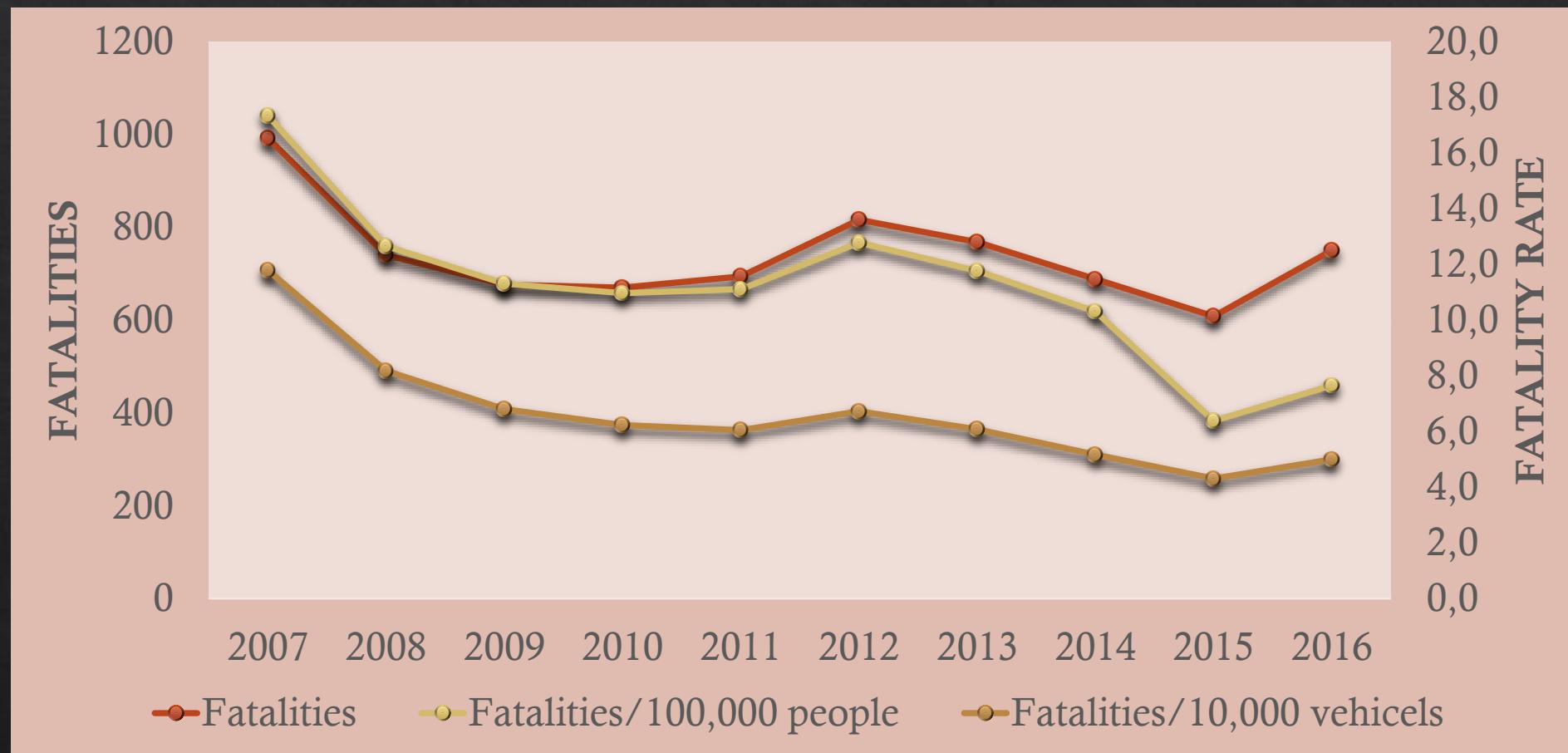
New Registered Vehicle Composition

Jordan imported used cars worth almost JD740 million in 2015, registering a 16.5 per cent increase over 2014 (62,047) vehicles



	2015	2014	2013	2012	2011
Passenger Car	69 531	58 153	37 324	55 673	62 092
Bus	1 737	1 453	483	549	442
Truck	10 018	8 379	11 990	9 197	3 981

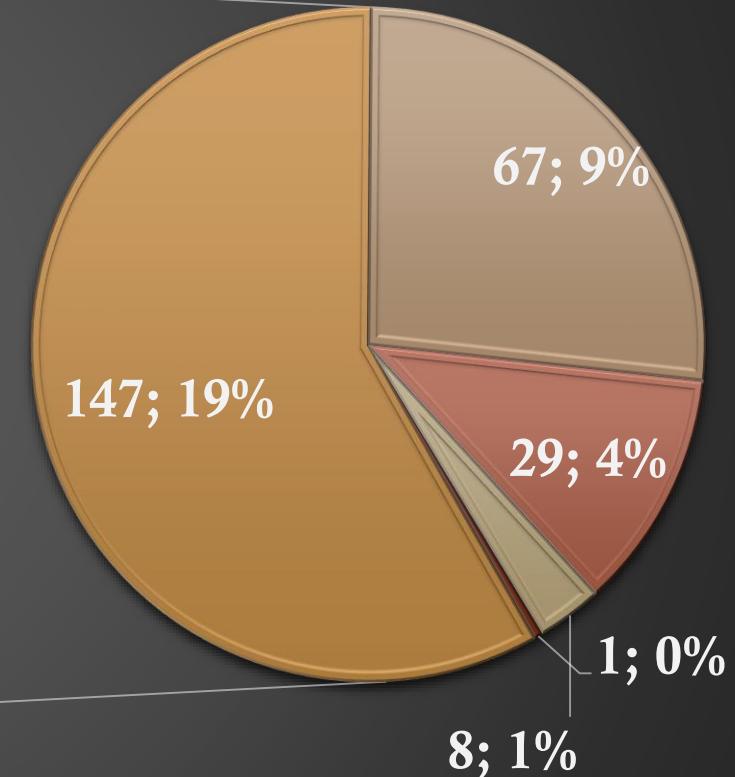
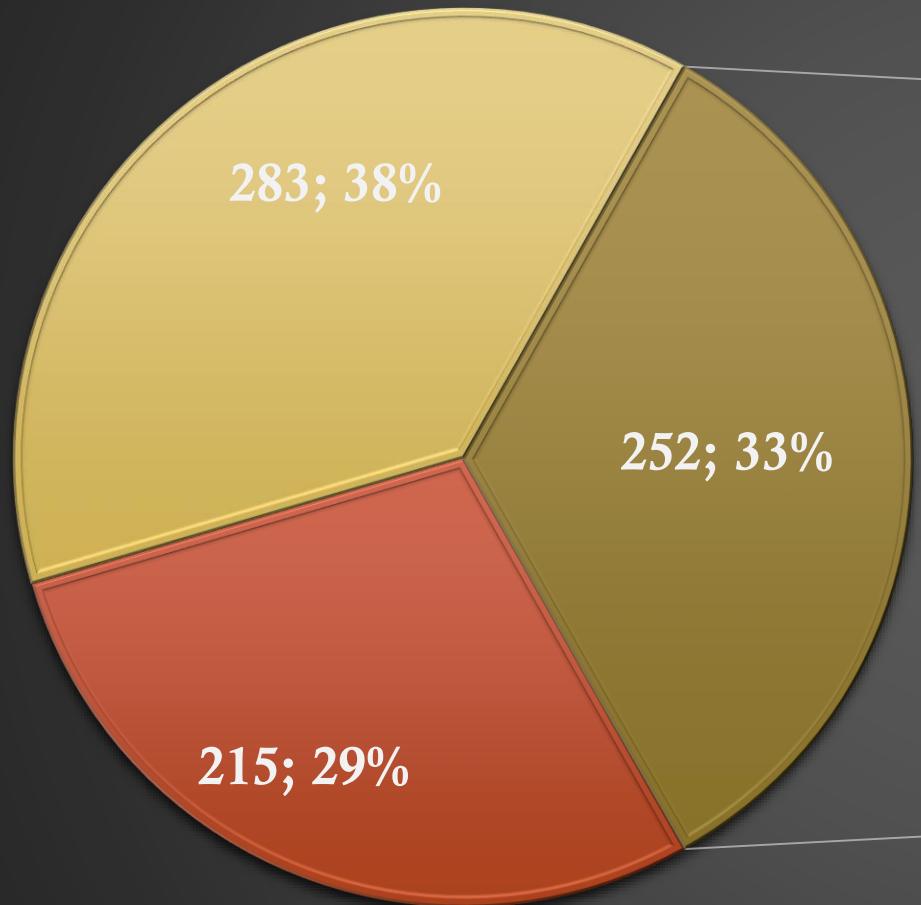
Road Deaths and Fatality Rates



Vehicle Ownership

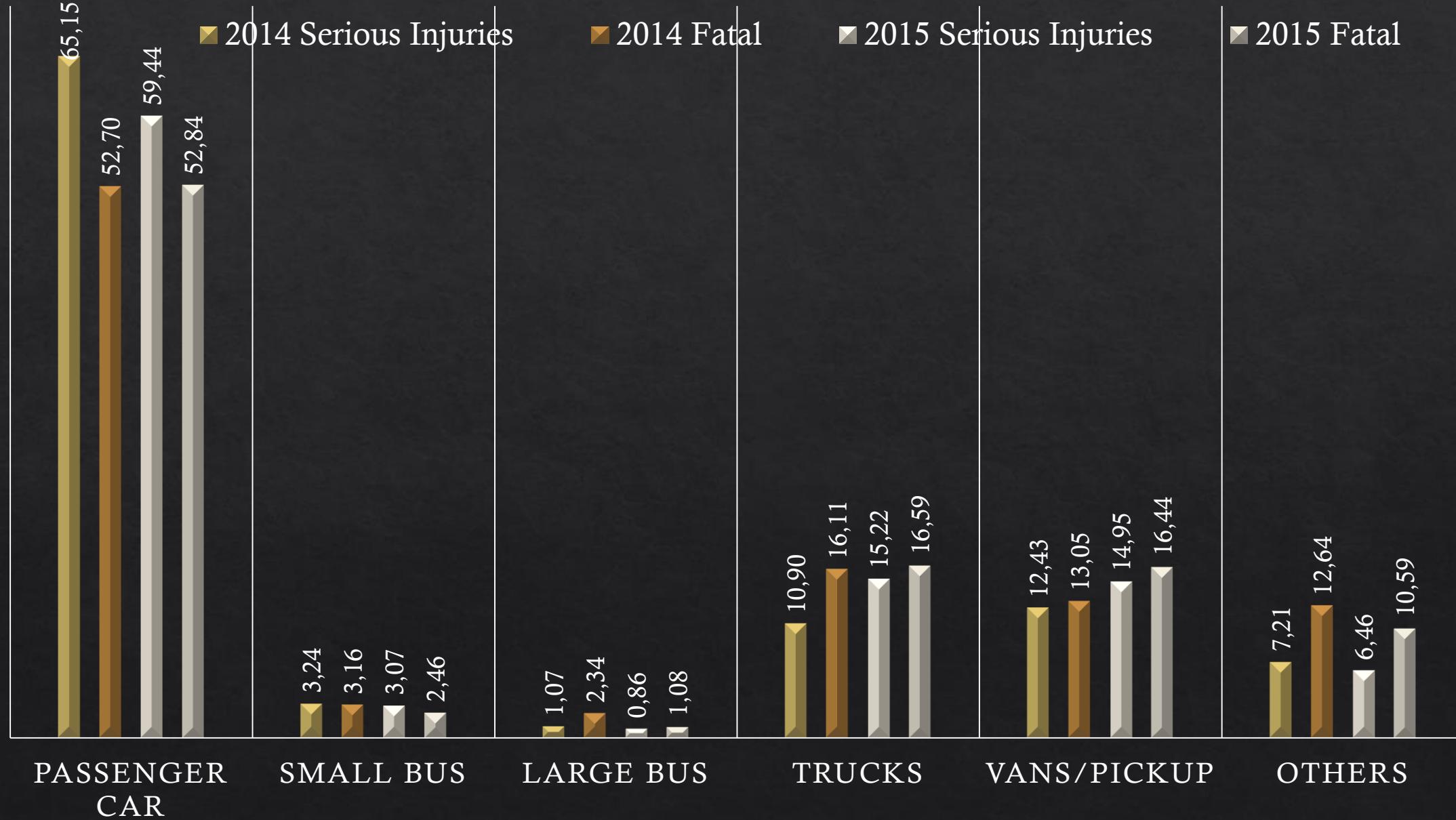


Fatalies By Road User Type

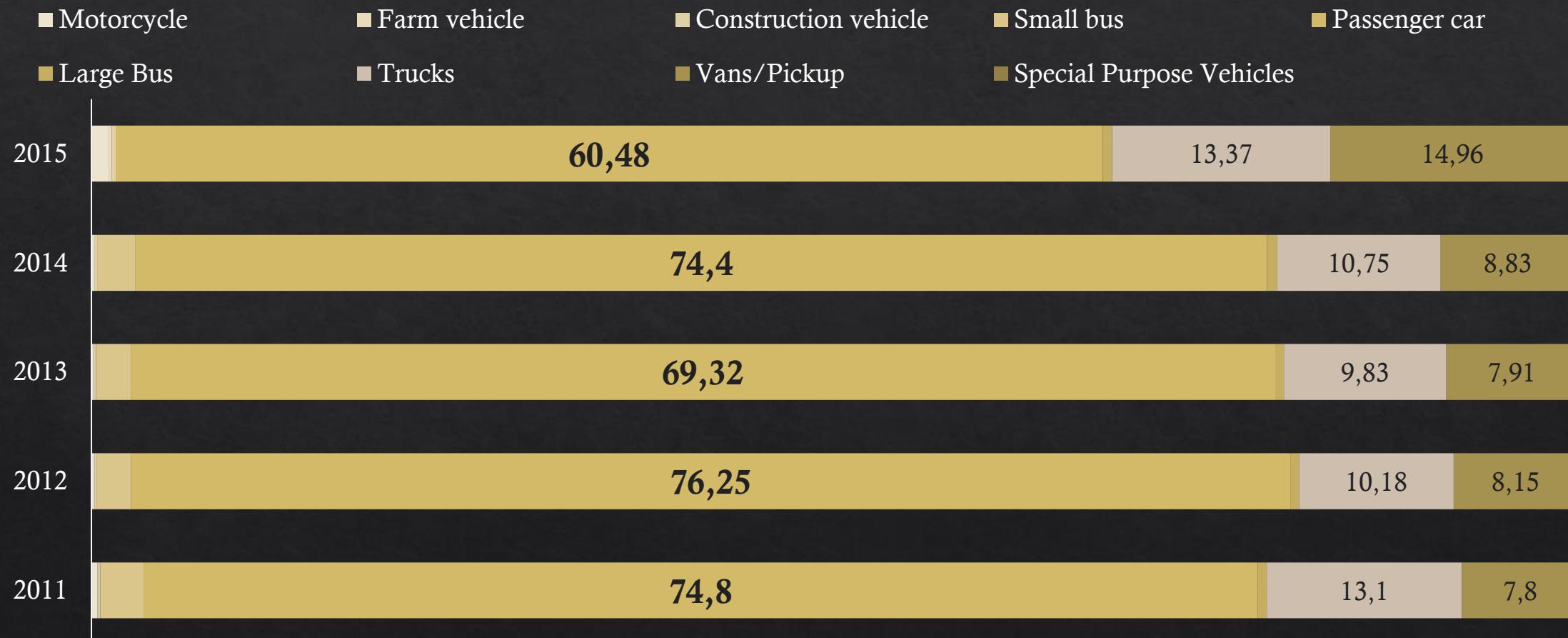


- Pedestrian
- Driver
- Next to driver
- Back Seat
- Bus
- Truck back Box
- Motorcycle

Casualties Severity by Vehicle Category

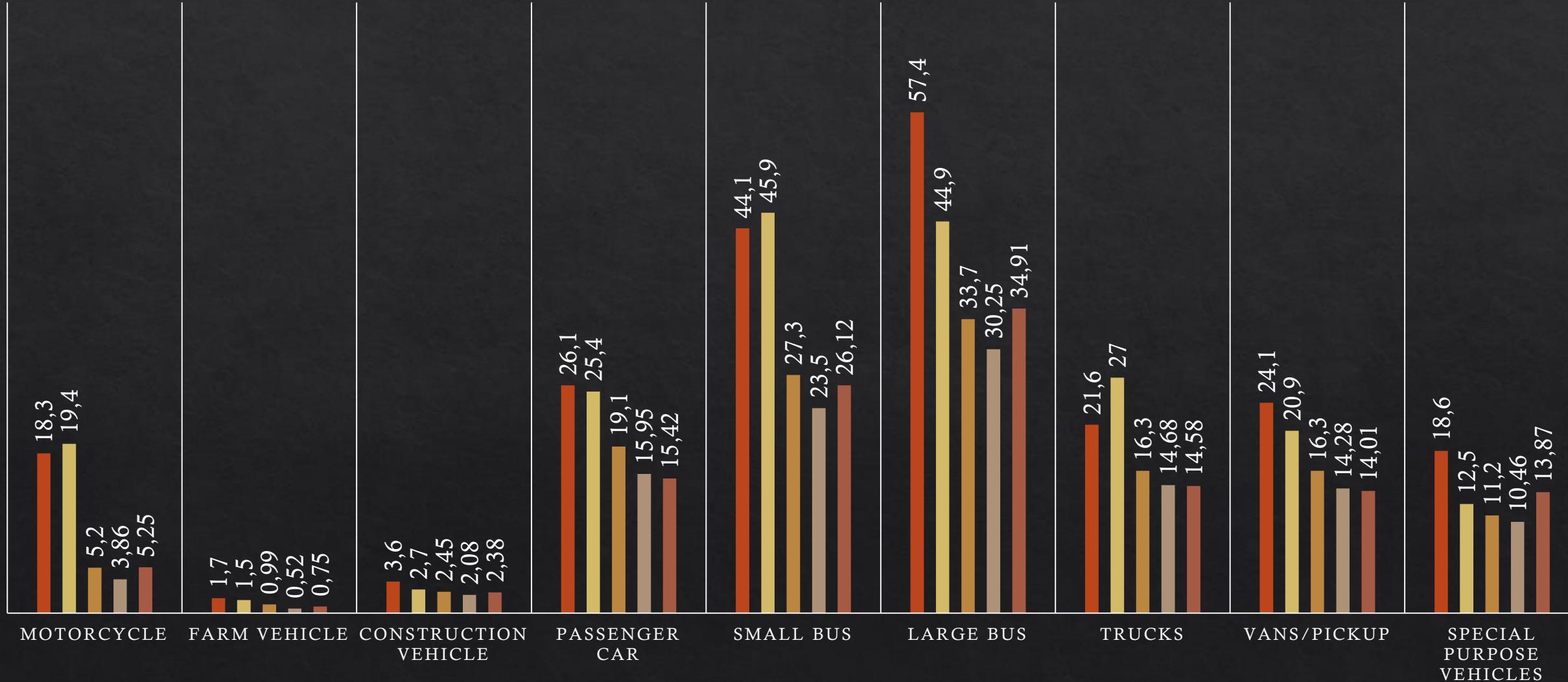


Accidents Involvement by Vehicle Category (%)

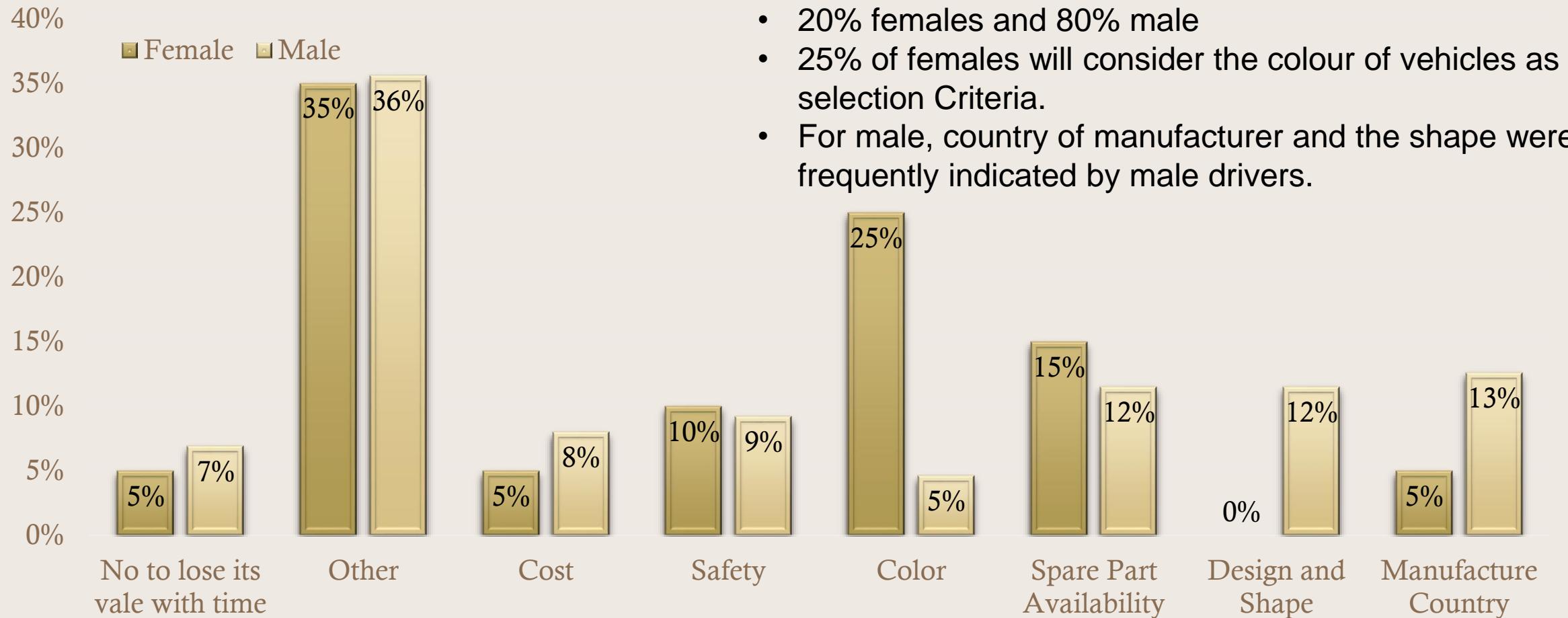


% of vehicle Involved In accidents to Registered Vehicles

2010 2011 2012 2013 2014



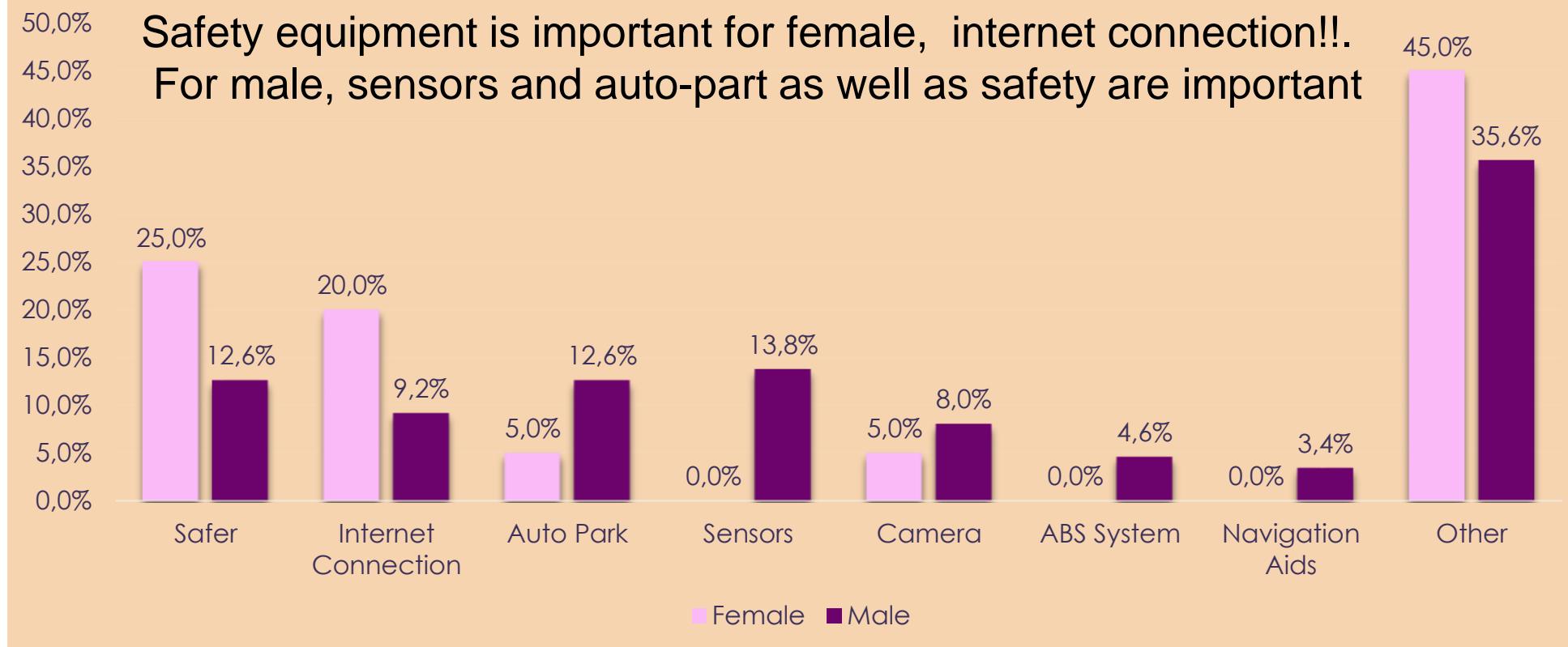
Customer Vehicle Selection Criteria



- 20% females and 80% male
- 25% of females will consider the colour of vehicles as selection Criteria.
- For male, country of manufacturer and the shape were frequently indicated by male drivers.

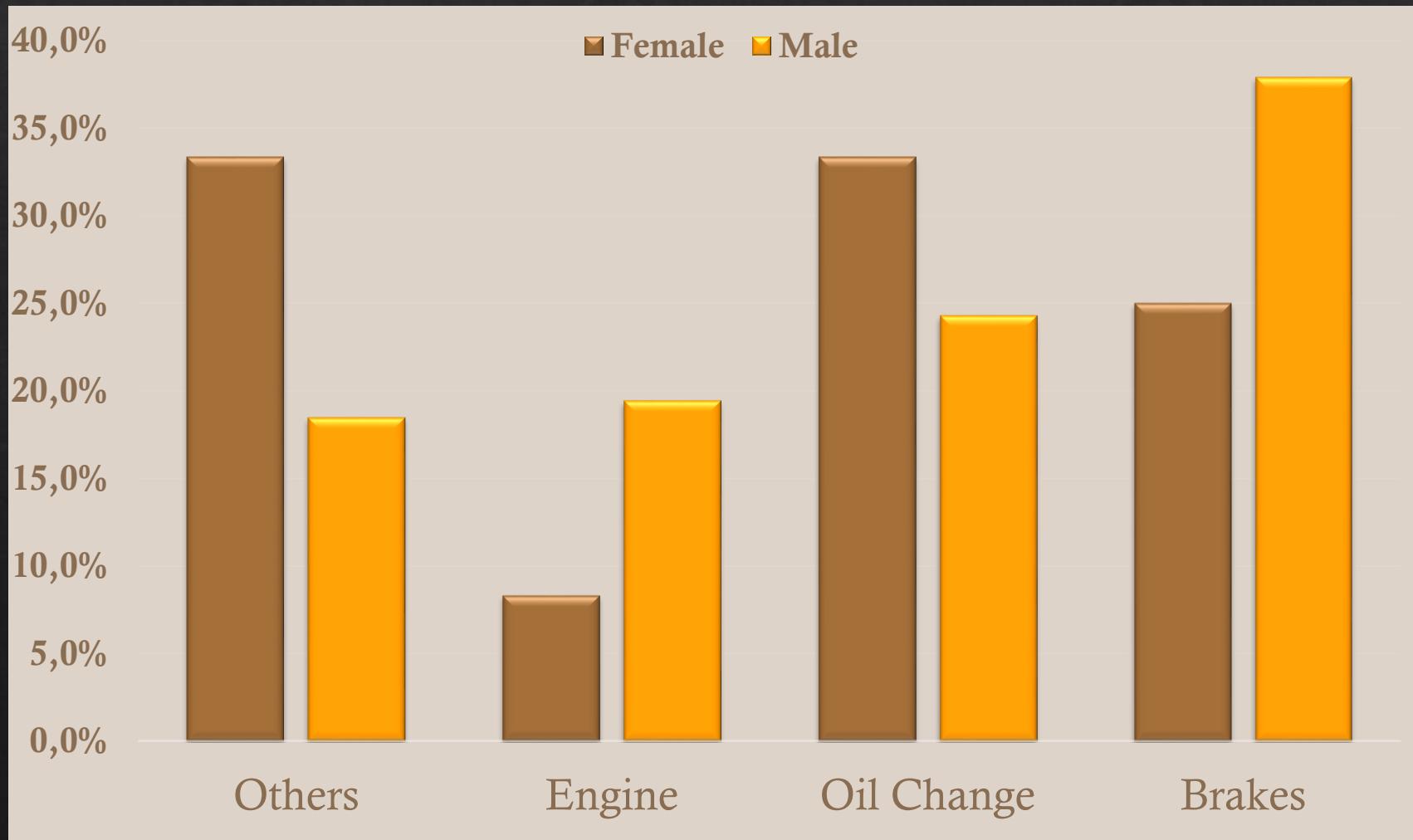
Other includes: Distance Travelled (used Car); Any overall maintenance; Number of persons used to drive

New Technology Customers Demand



Other Includes: screens in car and seat control should be automatic

Customer Survey (Pilot): Type of Routine Maintenance



- A sample 115 subjects (11% females and 89% males)
- 22% do not routine maintenance.
- Around 37% of the maintenance that is conducted related to brake for male group compared 25% for female .
- Around 83% of interviewed females were satisfied with the service compared to 78% for the male customers.
- 42% of interviewed females are not using the same service station compared to 52% for males.

Thank you for Listening