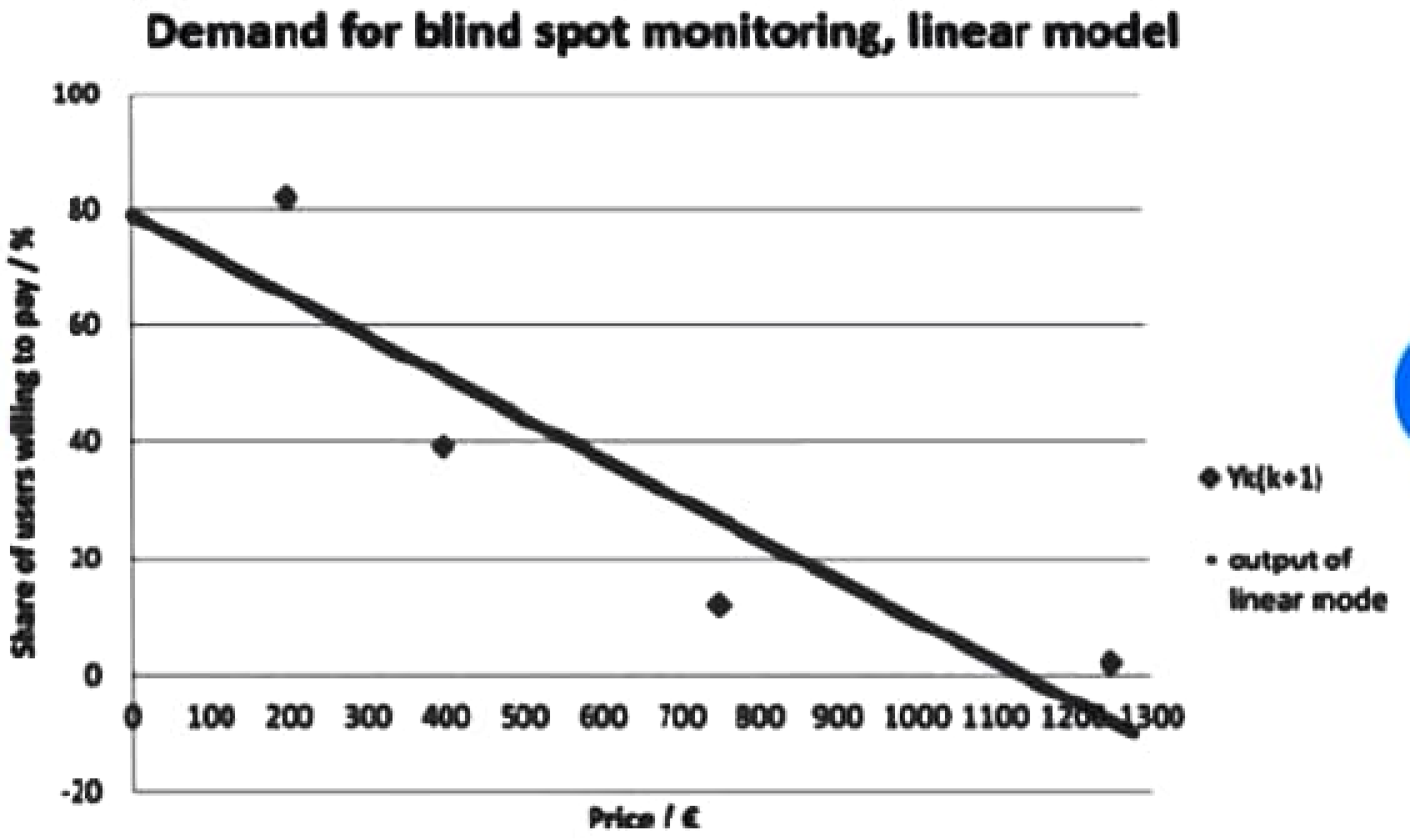
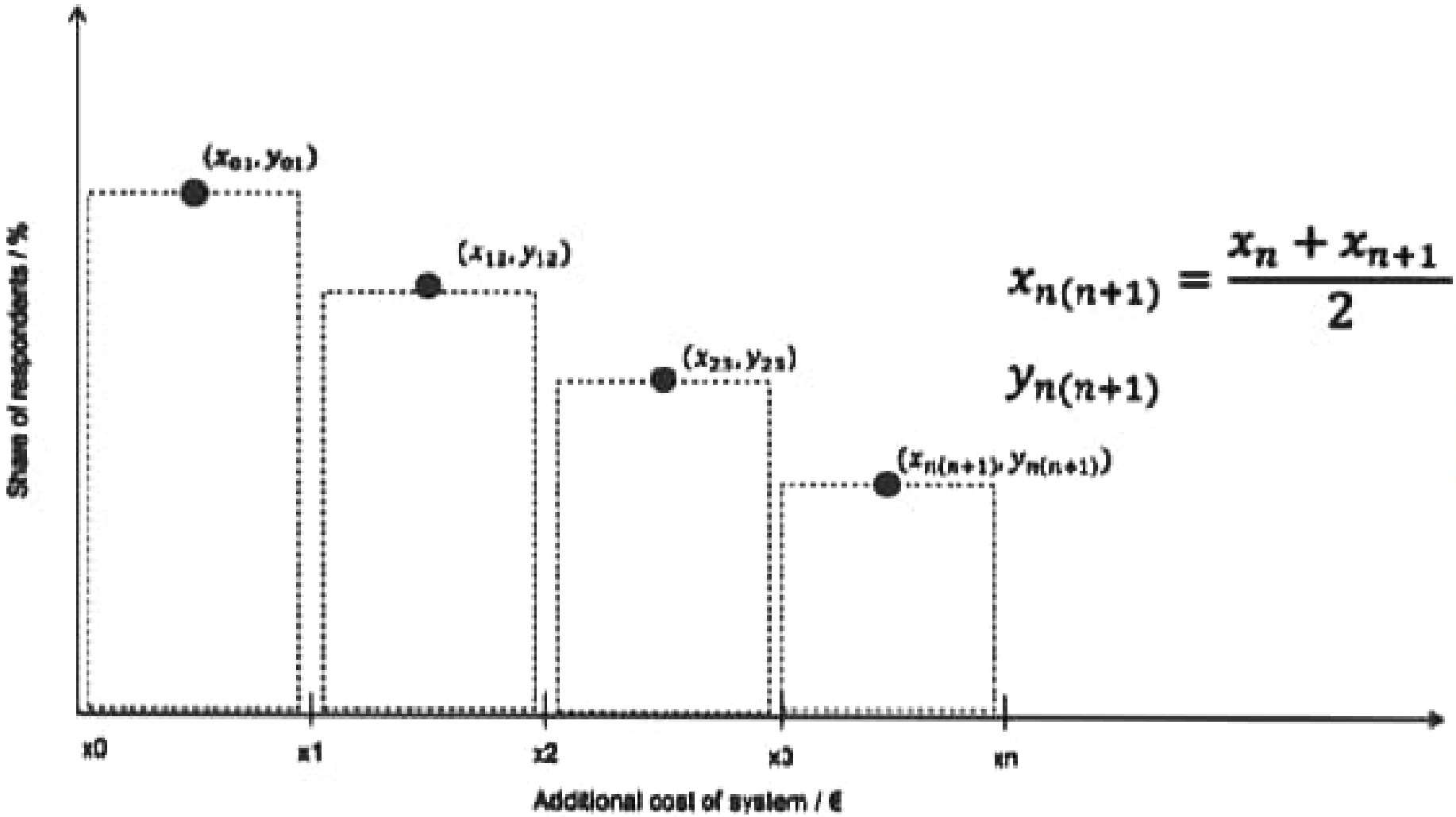
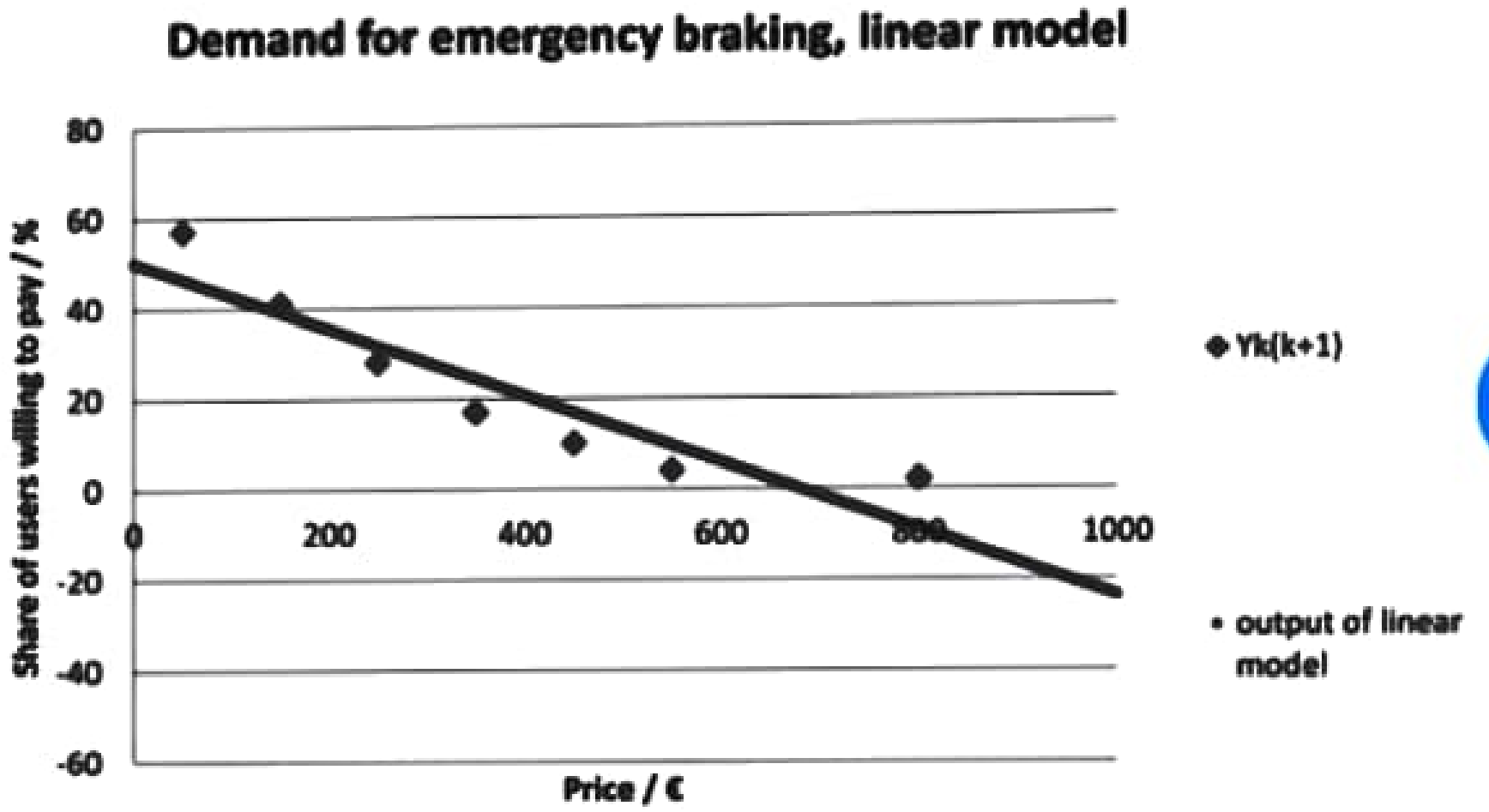


Demand for blind spot monitoring; processed results from eSafety Challenge 2009 and output of the linear model

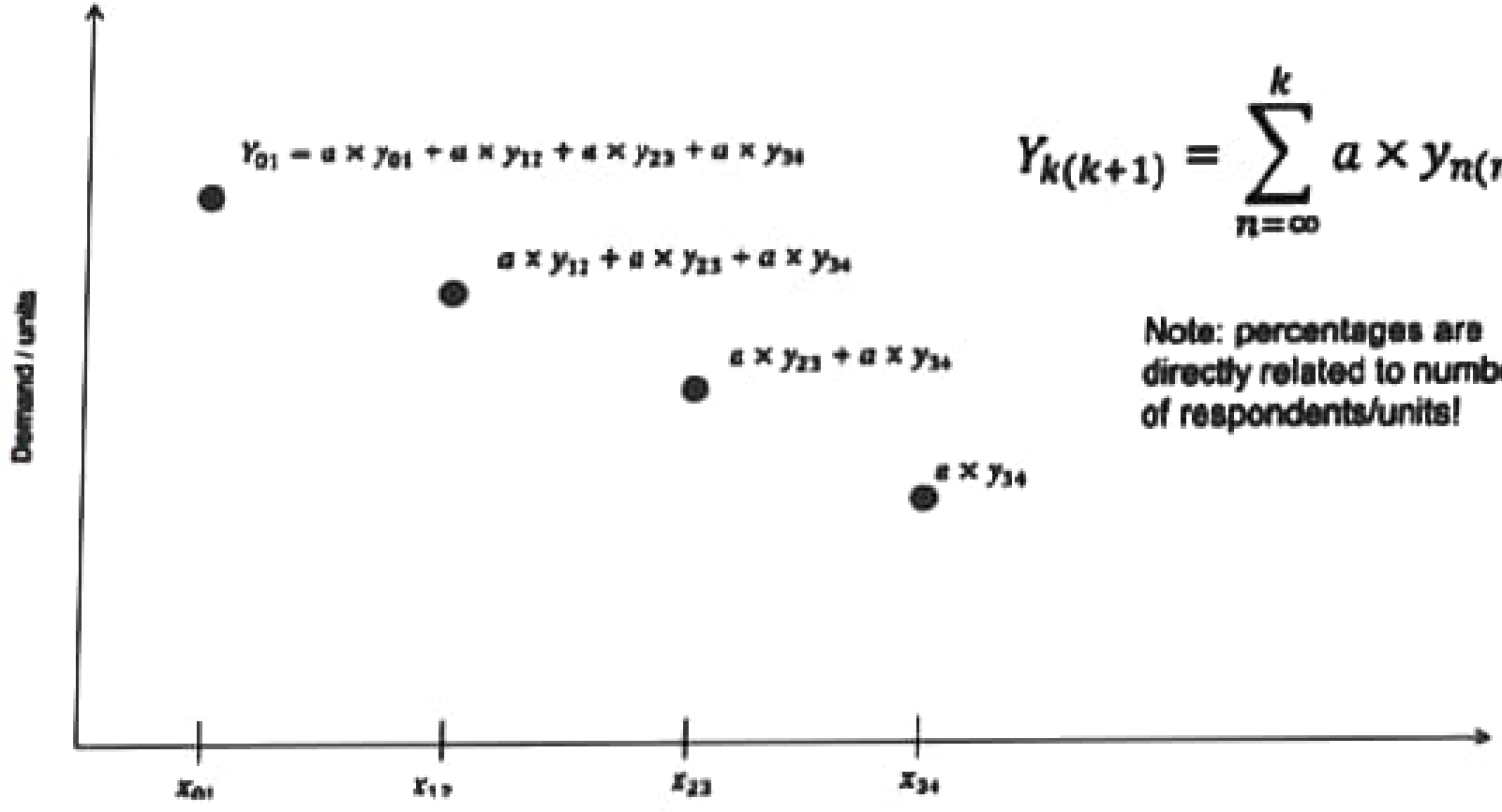


$$x_{n(n+1)} = \frac{x_n + x_{n+1}}{2}$$

$$y_{n(n+1)}$$

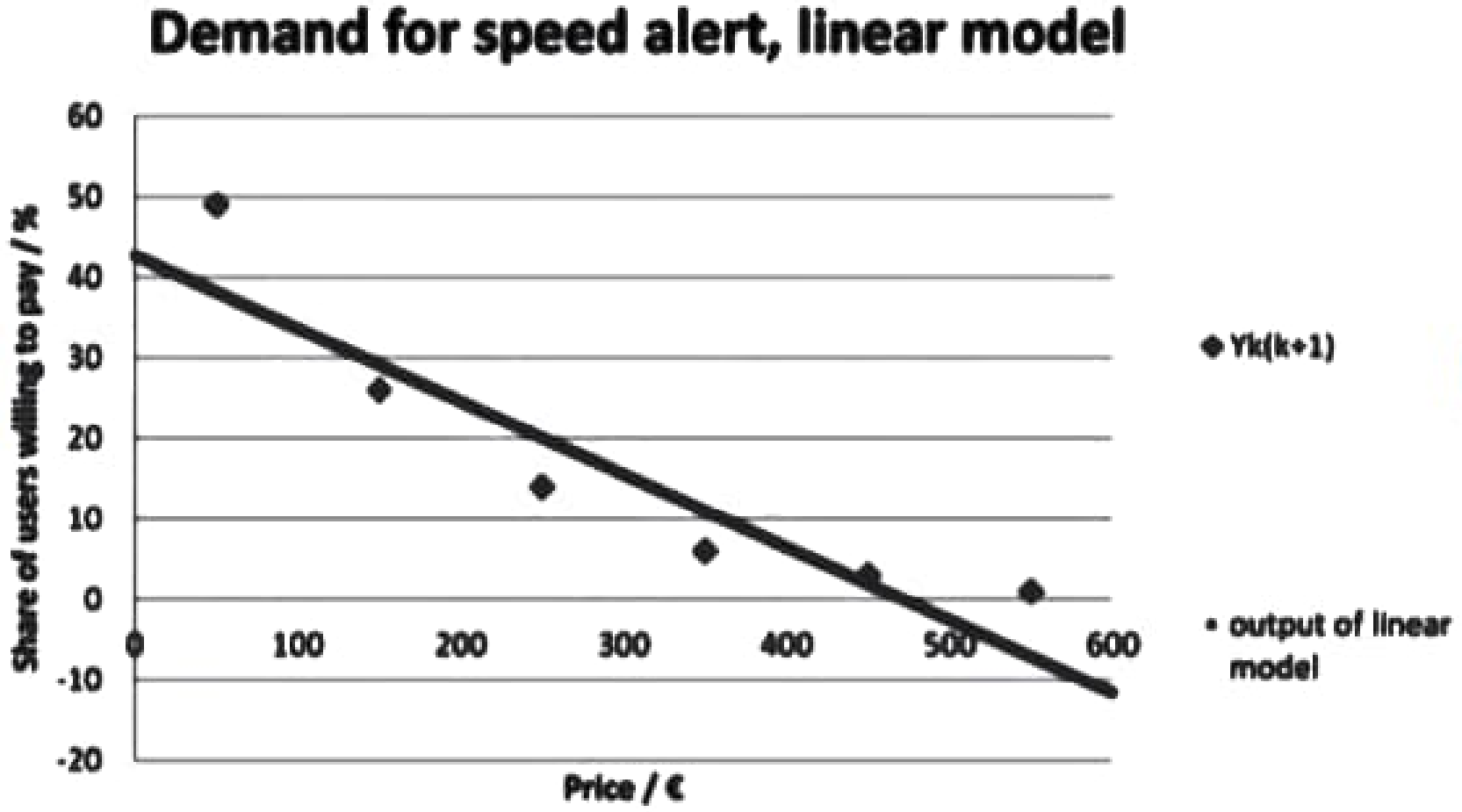


Demand for emergency braking; processed results from the questionnaire and output of the linear model



$$Y_{k(k+1)} = \sum_{n=\infty}^{k} a \times y_{n(n+1)}$$

Note: percentages are directly related to number of respondents/units!



Demand for speed alert; processed results from the questionnaire and output of the linear model

The demand for four intelligent vehicle safety systems (IVSSs) – emergency braking, speed alert, blind spot monitoring and lane keeping support – is analysed by constructing their demand curves (demand as a function of product price) based on data available from user interviews and a literature study. The study also provides a method for constructing linear and exponential demand curves of the systems from data gathered from user interviews. The estimated linear and exponential demand curves were tested by least-squares fitting to the data collected from user interviews. The mean absolute error was consistently larger for all of the systems studied here when using the linear instead of exponential model. This suggests that the exponential model reflects more accurately the demand for IVSSs than does the linear model.