Encouraging Environmentally Friendly Driving Through Driver Assistance: The eCoMove Project

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The eCoMove project

- **Budget:** 22.5 M€, EU funding: 13.7 M€
- **Duration:** 36 months (started 1st of April 2010)
- **Partners:** from 10 countries, among others including OEMS, suppliers and research institutes
- **Aim:** promote green driving through driver assistance

eCoMove
Cooperative Mobility Systems and Services for Energy Efficiency

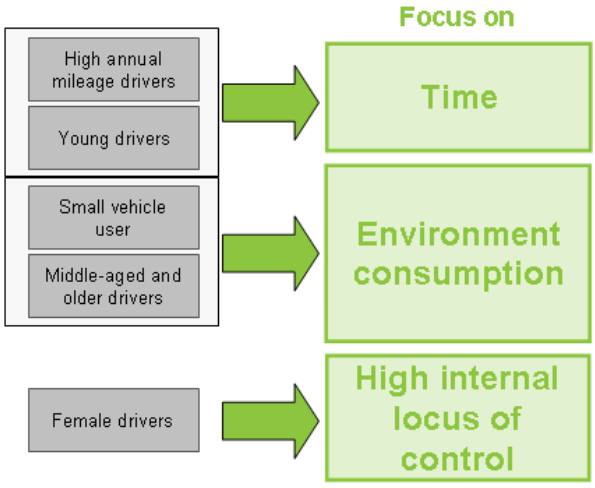
Motivators – study 1

- **Aim:** investigate whether there are differences in driving motives for certain groups
- **Method:** questionnaire study; N=166 - 39 items covering aspects of eco-friendly driving

HMI-design study

- **Aim:** gather more input for designing driver support for the identified motives and groups
- **Method:** questionnaire/interview study; N = 18
  - **Motives:** 17 items from study 1 (time, environment, consumption)
  - **Assistance functions:** graphical scenarios - rating of statements, interview about useful functions
  - **HMI-design options:** rating of several design alternatives

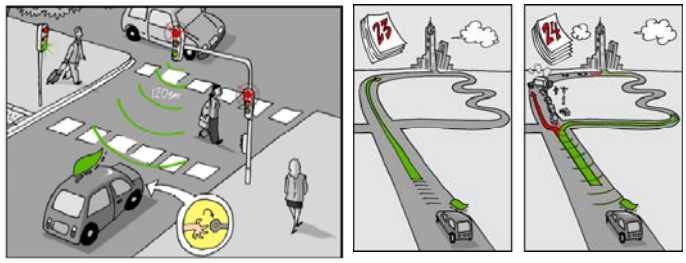
Results - study 1

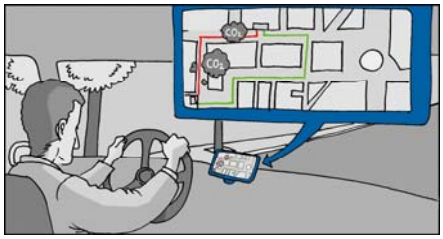


Results – HMI-design study

- **Motives:** findings confirmed parts of study 1 results
  - high annual mileage/ young drivers focus on time
  - small vehicle drivers focus on environment
- **Assistance functions:**
  - Older drivers: prefer gear shift advice (optimal gear and time to shift) and comparison of current/ optimal driving style
  - Younger drivers: prefer assistance related to time savings, e.g. traffic-/situational adaptive navigation
- **HMI-design options:**
  - Informational displays: visual modality and simple information e.g. colored lights
  - Advanced assistance systems: automated features, e.g. start-stop automatic

Scenarios – HMI-design study





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