



# Finland Speed Limits

## - HERE Technologies

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Founded in  
1985



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9,000  
people



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Across all  
5 continents



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56  
countries





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\*Omdia Location Platform Index 2020

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## Tools for common platforms

# Speed Limits

# Intelligent Speed Assistance (ISA)

Definition, Scope and Current Status in April 2021

**ISA is a soon to be mandatory in-vehicle system that shall support drivers with complying with the speed limits on any road of all European Union countries.**

- Mandatory for cars, vans, trucks, and busses
- From Jul 2022 for new vehicle types, from Jul 2024 for all new registered vehicles
- EU 27 countries – Norway, Switzerland, and UK may introduce ISA as well
- ISA: Legal speed limit is always displayed to driver. May include audible alert or active limitation of speed → speed limit quality directly impacting user experience
- Minimum 7 years of map updates free to users and 14 years of map updates
- Approval test required or vehicle cannot be sold



# ISA – EU Mandate



**ISA is a soon to be mandatory in-vehicle system that shall support drivers with complying with the speed limits on any road of all European Union countries**

## ISA

### Example of Intelligent Speed Assistance

1

Vehicle receives positional information via GPS uses digital map for speed limit information and combines this with camera-based sign recognition.

2

Speed limit is displayed on the dashboard in direct line of sight.

3

Optionally: Vehicle supports driver not to speed by limiting acceleration when speed limit is reached.

Driver may override system by pushing harder on accelerator. System can also be switched off.

ISA could cut **collisions** by **30%** and **deaths** by **20%**



Cars fitted with ISA could **reduce CO2** emissions by **8%**



**EuroNCAP** awards **extra points** to vehicles fitted with ISA



**78% of road users**  
**64% of car drivers** say they supported in-vehicle speed limiters (SATRE 2012)

# 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

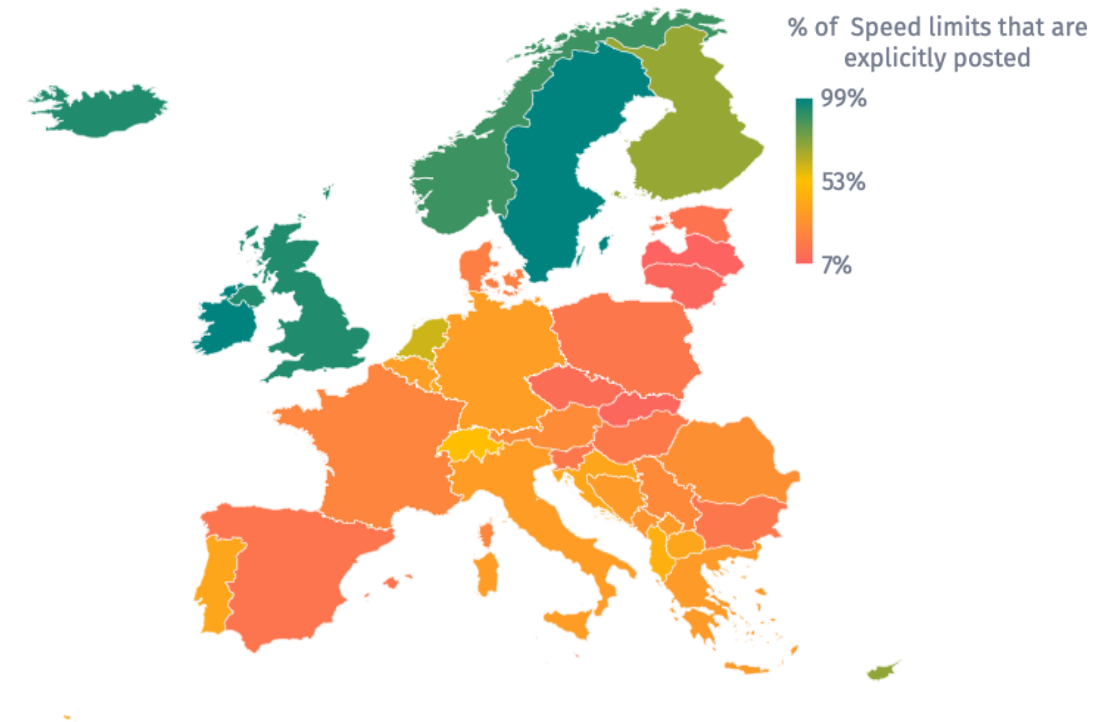
**Over 60% of the speed limits are implicit. They are not sign posted but based on road rules and regulations.**

## 2 Location specific speed limits

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

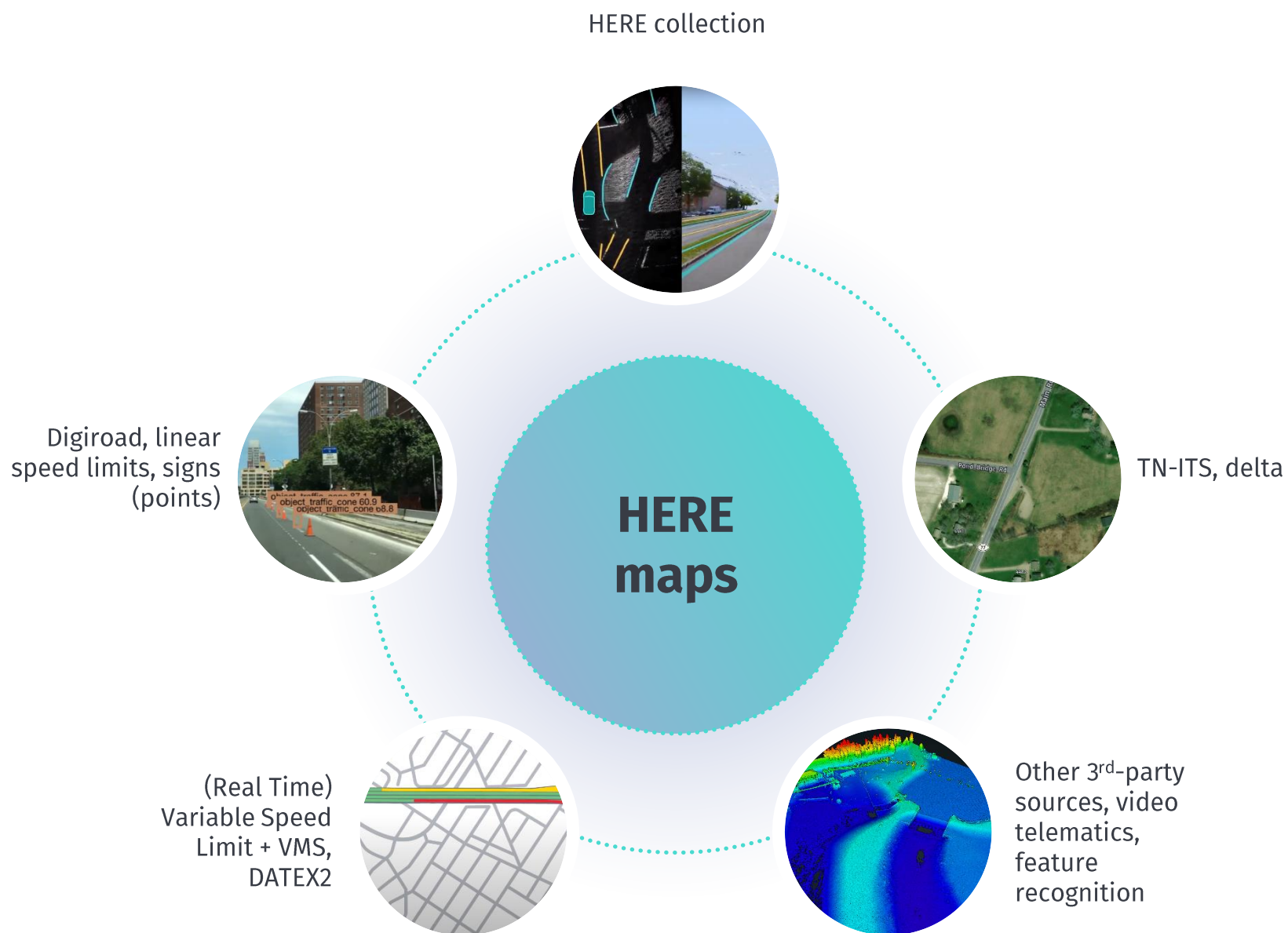
Source: HERE internal data research

## Estimated posted speed limits density in Europe

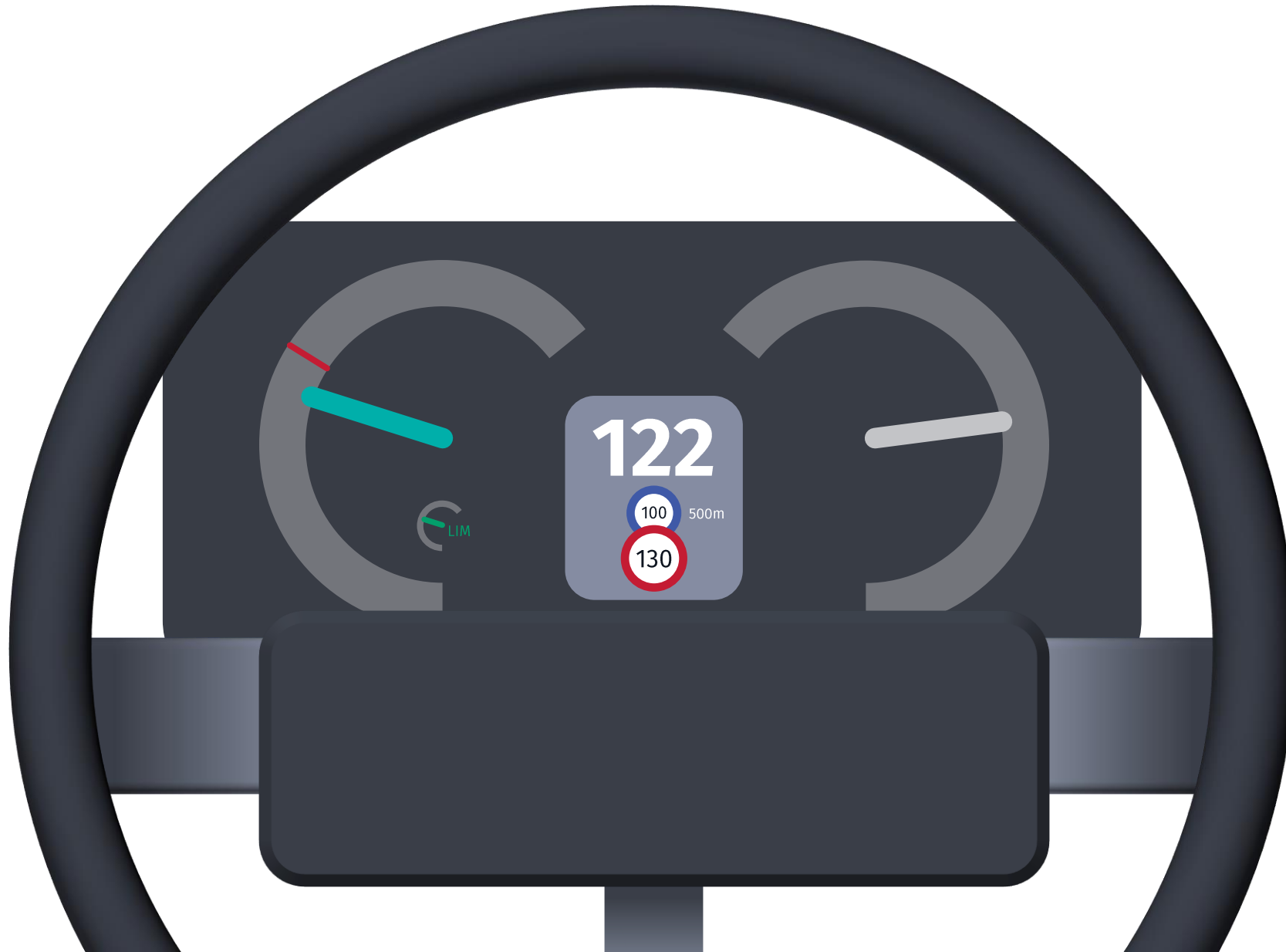




# Finland Speed Limits landscape



# Example of Speed Limit Assistance – camera + map



# Today

#1 location data and  
technology platform

#1



**HERE is the leader**

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Outranking Google, Mapbox,  
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