

Mannheim, November 2021

INITIATIVE  
**HELLWACH**  
MIT 80 KM/H



## Project description

### Hellwach mit 80 km/h e.V.

On Friday, 30 November 2018, the non-profit association for the promotion of preventive measures for road traffic accidents was founded in Mannheim. The eight founding members are individuals from the transport industry, the insurance industry, the traffic police sector and the two associations Speditions- und Logistikverband Hessen/Rheinland-Pfalz e.V. and Verband Spedition und Logistik Baden-Württemberg e.V.

### Contribution rules

Individual members: 80 euros

Legal entities: 240 Euro

The association currently has 42 members from transport companies, professional associations, associations, the insurance industry and other sponsors.

### Homepage

To inform the public, achieve our goals and recruit members, we operate the domain:

[www.hellwach-mit-80-kmh.de](http://www.hellwach-mit-80-kmh.de)

### Facebook presence

For mainly daily updated information we operate the page:

<https://www.facebook.com/Hellwachmit80kmh/>

It now has 2,740 subscribers.

### Email address

### Media sponsorships

The association has entered into sponsorships with the regional *ronTV*, the trade magazine *FERNFAHRER* and the internet portal for transport and logistics *trans.info*.

### Projected goals

#### Personalised prevention

Our hero "Max Achtzig" lives out 10 rules to his fellow truckers. In various ways, we want to bring these rules to the attention of transport companies and their professional drivers internationally, via European supporters, and convince them to comply with the rules.

We all need the professional drivers. Our campaign wants to embrace truckers, but also remind them that they have **40 tonnes of responsibility**.

Hellwach mit 80 km/h e. V., registered office Mannheim, register of associations no. VR 702459, place of jurisdiction is Mannheim,

Board of Directors: 1st Chairman Konrad Fischer, Deputy Chairman Roland Koch, Treasurer and Secretary Dieter Schäfer. Bank details: VR Bank Rhein-Neckar IBAN: DE34 6709 0000 0094 5834 03, BIC:GENODE61MA2

Drivers in particular can help to quickly stop the deaths at the ends of traffic jams by starting to set an example for others again. The will and willingness of many to be constantly careful and considerate of each other can start a movement. They, as the strongest road users, can set a good example. In doing so, they also create recognition for themselves as reliable partners.

We want to use sympathetic images to change behaviour and encourage drivers to drive with alertness and regularity, especially on dangerous stretches of road. However, it is extremely difficult to explain to a driver who is convinced of himself that he is doing something wrong. Therefore, before the drivers can be convinced, the employers must be convinced that an act of self-commitment on the part of their drivers to adhere to the rules and to be attentive, but also to show mutual consideration, especially on routes where there is a risk of congestion, must become an integral part of their company rules and thus help to save lives. Our board member Dieter Schäfer has recorded videos on this.

We offer you explanations and tips on how to avoid accidents at the end of traffic jams in his short tutorials. If able to understand German, take your time. Watch the videos on youtube (<https://www.youtube.com/channel/UCaOAwV2w5FSRB6zRIAmtj6w/videos>).

Maybe you can commit to the Max Eighty idea. Help to save human lives.

So far, the following videos have appeared in the educational series:

<a href="#">#Routine</a>	<a href="#">#JamHotSpots</a>	<a href="#">#Smartphone</a>
<a href="#">#Distance</a>	<a href="#">#accidental death</a>	<a href="#">#Emergency Brake Assist</a>
<a href="#">#Emergency Brake Assistant Evaluation</a>	<a href="#">#10MaxEighty Rules</a>	<a href="#">#imported alcohol hazard</a>
<a href="#">#national coordinator</a>	<a href="#">#consideration</a>	<a href="#">#respect</a>

Accident prevention is a matter for the boss. Only together with the entrepreneurs can the drivers be convinced and encouraged to commit themselves.

### Technical prevention

#### Telemetry

Inattention is the main reason for rear-end collisions at the end of traffic jams. The Federal Highway Authority must use smart congestion warning systems (uStWA) with dynamic speed displays as standard in road traffic technology at permanent construction sites and link them digitally with autonomous speed flashers (e.g. enforcement trailers).

On the one hand, with real-time warnings, speed reductions are better accepted by road users than orders in time windows with metal signs. And on the other hand, drivers who are distracted and therefore driving too fast at the time of the congestion warning can be given an optical "wake-up stimulus" in the form of a speed flasher in real time and thus warned of the danger. The device coupling requires approval by the Physikalisch Technische Bundesanstalt. An innovation proposal has been submitted to the FBA's Department B, Construction and Traffic Engineering, since the beginning of 2021.

#### AEBS systems

With DAIMLER TRUCKS, MAN, SCANIA, VOLVO and most recently DAF, the majority of European manufacturers have been equipping their trucks with effective, radar and camera-based emergency brake assistants as standard since mid-2020, which bring the vehicle to a safe stop in front of an obstacle on dry roads.

With the successive replacement of the fleets, this will have a lasting effect on road safety. However, warning trailers are not (yet) considered a relevant obstacle in the sense of the EU standard. With the increasing number of rear-end collisions on motorways, the algorithms of AEBS urgently need to be readjusted. And it is imperative that drivers be instructed on the systems, since in an emergency they unknowingly override the emergency braking and thus switch off.

### *Navigation apps*

All previous attempts to keep the driver away from the smartphone in particular and to reduce distraction have not been successful so far. An online truck navigation app could actively address the driver two to three kilometres before an emerging or already existing end of a traffic jam and warn him of this danger. The distracted driver would thus not drive unknowingly towards the end of a traffic jam. This could save his life and the lives of many bystanders.

We sent corresponding development proposals to the app developers Sygic and TomTom for their truck navigation in December 2020 and March 2021. Consideration was promised.

### **10 Max Eighty Rules - Max Eighty Europe Campaign**

We have compiled the rules together with riders from our founding members and written them in an illustrated educational brochure. This has been translated into all European languages. The pdf files are available for download on our homepage. In printed version they are distributed at cost price by our partners to the companies and drivers.

### **Max Eighty poster**

To spread our 10 Max Eighty rules on the ramps of the region / nation, our illustrator has drawn a comic poster that makes the rules clear even without many words. With the help of sponsors, we distribute these to all interested parties in goods and freight logistics for posting on their ramps so that the rules are brought to the drivers' attention on a daily basis.

Slogan: You have 40 tonnes of responsibility

### **Animated series with Max Achtzig and Maks Nix**

In order to prevent the deadly sins in the driver's cab, we want to address accident-prone activities that are not related to driving in short film spots and market and roll them out at driver meetings and in driver training, if possible throughout Europe. The storybook for the first SMART Phone film is ready. We are looking for sponsors to finance the project.

### **Incentives**

We have produced stickers for our partners' trucks, solid rubber key rings of our Max Achtzig figure, lanyards with our initiative's lettering, pins and two different business cards of our leading figure Max Achtzig and distribute them at national transport fairs or professional driver events.

### **Budget needed**

We are financed by membership fees and donations as well as the sale of incentives.

Our expenditure for prevention measures in 2019 amounted to 22,716.47 euros.

In order to realise our projects, we have to continue to raise funds and win cooperation partners.

The action is dynamic and designed as an open house so that we can also react to new developments.

And Max Achtzig recommends:

**Be wide awake - and  
stay accident-free.**

