



# FREILOT

# Newsletter

The FREILOT pilot targets reduction of fuel consumption and CO<sub>2</sub> emissions in urban freight transport. FREILOT is supported by the European Commission DG INFSO under the Competitiveness and Innovation Programme (CIP)

The last three months of 2010 have brought major progress for the FREILOT consortium. The period started with the Delivery Space Booking media event in Bilbao, exclusively covered in our earlier newsletter. The high interest evidenced by Bilbao fleet operators has continued and by the end of 2010 it was clear that there would be 60 new FREILOT trucks on the streets of Bilbao, meaning a total of 95 FREILOT trucks in the Basque capital.

On 28 October 2010, two weeks after the Spanish pilot site success, a major FREILOT event took place in the Helmond. Read more about this event on page two. The main items to highlight are that the event gathered around 150 people and that FREILOT gained strong support from both political representatives as well as other key-stakeholders.

The vehicle and driver supporting functionalities Acceleration limiter, Adaptive Speed limiter and Eco Driving support are currently being fine tuned on different fleet operator trucks before their deployment early in 2011. User manuals for these and other functionalities have been prepared in the four pilot site languages.

As the consortium is approaching the end of the pilot site implementation phase, attention is gradually being shifted to finalising the specifications of the evaluation methodology and identifying and resolving deployment barriers. Evaluation partners have further refined the evaluation methodology and plans. For each service, partners have agreed on the base line and application data collection periods. The research questions have been reviewed and final indicators agreed and implemented.

The work on identifying and resolving the deployment barriers is being supported by the Helmond Sustainability White Paper. While several agreements have already been made, such as how to deal with maintenance and how to ensure road safety, the point on addressing the organisational structure of the Helmond implementation is still under discussion. Several private and public bodies have expressed interest in continuing the FREILOT operation in



Helmond after the project life but new operational agreements need to be made in 2011.

At the end of this introduction I would also like to invite you to view our brand new FREILOT flagship video. It is available on [www.freilot.eu](http://www.freilot.eu) and is the first version of the official video. The second and the final release will be premiered at the ITS Europe congress in Lyon 2011.

Thank you for following our project and please do get in touch with us to discuss potential cooperation!

Zeljko Jetic, FREILOT Project Coordinator

# Highlight

The FREILOT pilot phase launch event, hosted and organised by the City of Helmond, in collaboration with PEEK Traffic, Van den Broek Logistics, Helmond Fire Brigade, GGD Brabant-Zuidoost, Volvo and ERTICO, took place on the 28 October 2010 in Helmond, Netherlands.

The aim was to raise awareness of the FREILOT pilot and its benefits amongst politicians, fleet operators and other stakeholders, as well as the media and through them the general public.



Figure 1. FREILOT showcase live-tour vehicle

FREILOT partners prepared an extensive programme, divided in three main parts. In the morning, the Press Briefing took place, presenting FREILOT to the media and providing answers by the consortium high level representatives. This was also the occasion for the premiere of the FREILOT video (available now on the FREILOT website!).

The second part of the day was the Showcase where visitors could experience FREILOT systems and services, either in the FREILOT simulator, at the PEEK Traffic stand or in the real-life drives on one of 6 showcase vehicles. Four Van den Broek Logistics trucks, one fire brigade truck and one ambulance took visitors on guided drives through the FREILOT intersections in Helmond.

The final part of the event was the Conference where high level speakers from the European



Figure 2. Willem Hartman, Director Peek Netherlands (left), conference participants (right)

Commission, the Dutch government, fleet operator organisations and the FREILOT companies presented their views on FREILOT and deployment.



Figure 3. Helmond Castle

This was followed by a lively panel discussion with numerous questions and inputs from the audience.

All in all about 140 visitors took part in the day's events, which also resulted in more than 30 newspaper/Internet articles, 5 TV reports and two radio broadcasts.

On the political side, the most important message of the event was the offer from Eric Janse de Jonge, Dutch Ambassador for urban freight distribution to help bring FREILOT to the political agenda. This is not only a vote of confidence in the FREILOT system, but a visible sign of the success of the pilot launch event.



The FREILOT pilot is supported by the European Commission under the CIP Programme (Competitiveness and Innovation Programme).

# FREILOT

Zeljko Jetic – Project Coordinator  
 Tel: +32 (0)2 400 07 31  
 Email: z.jetic@mail.ertico.com

## FREILOT Urban Freight Energy Efficiency pilot phase launch

28 October 2010, Helmond, The Netherlands



www.freilot.eu