Ageing Population: New Challenges – New Opportunities

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Who is considered to be old?

59 years
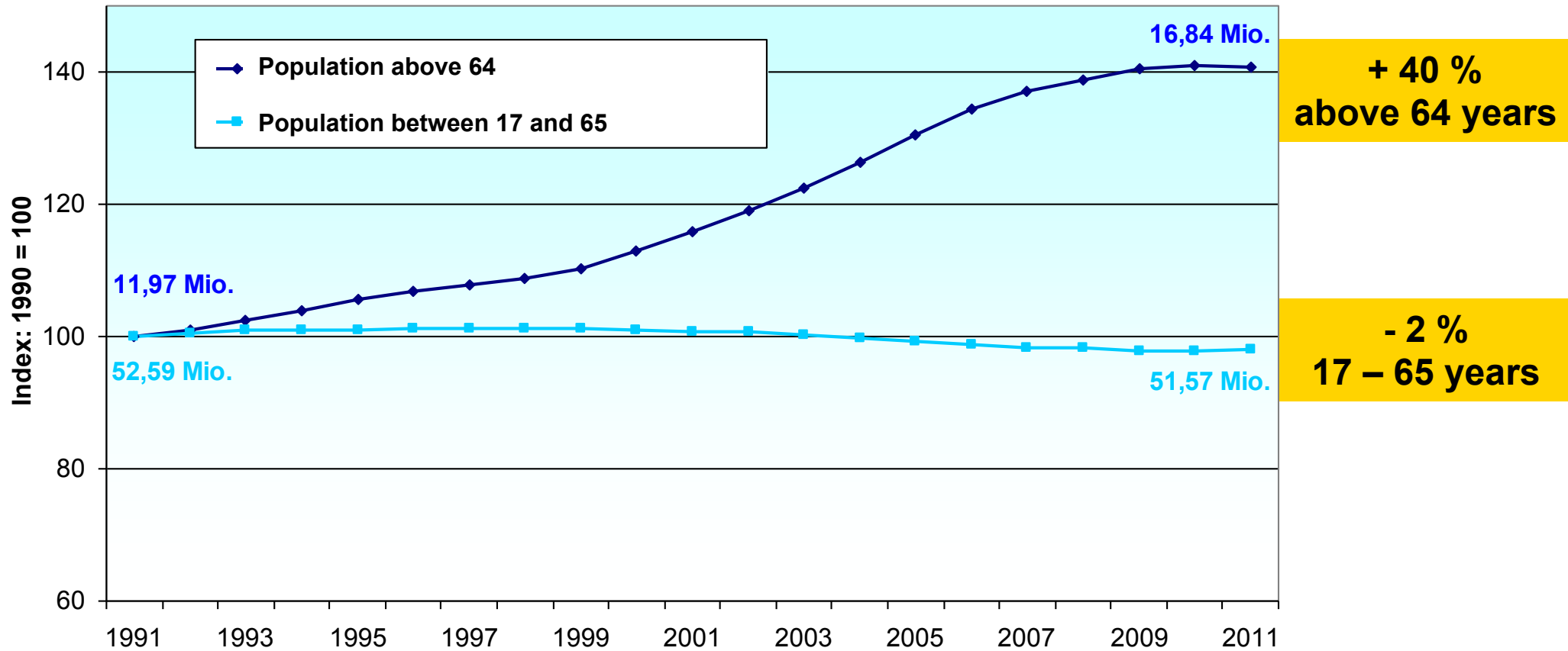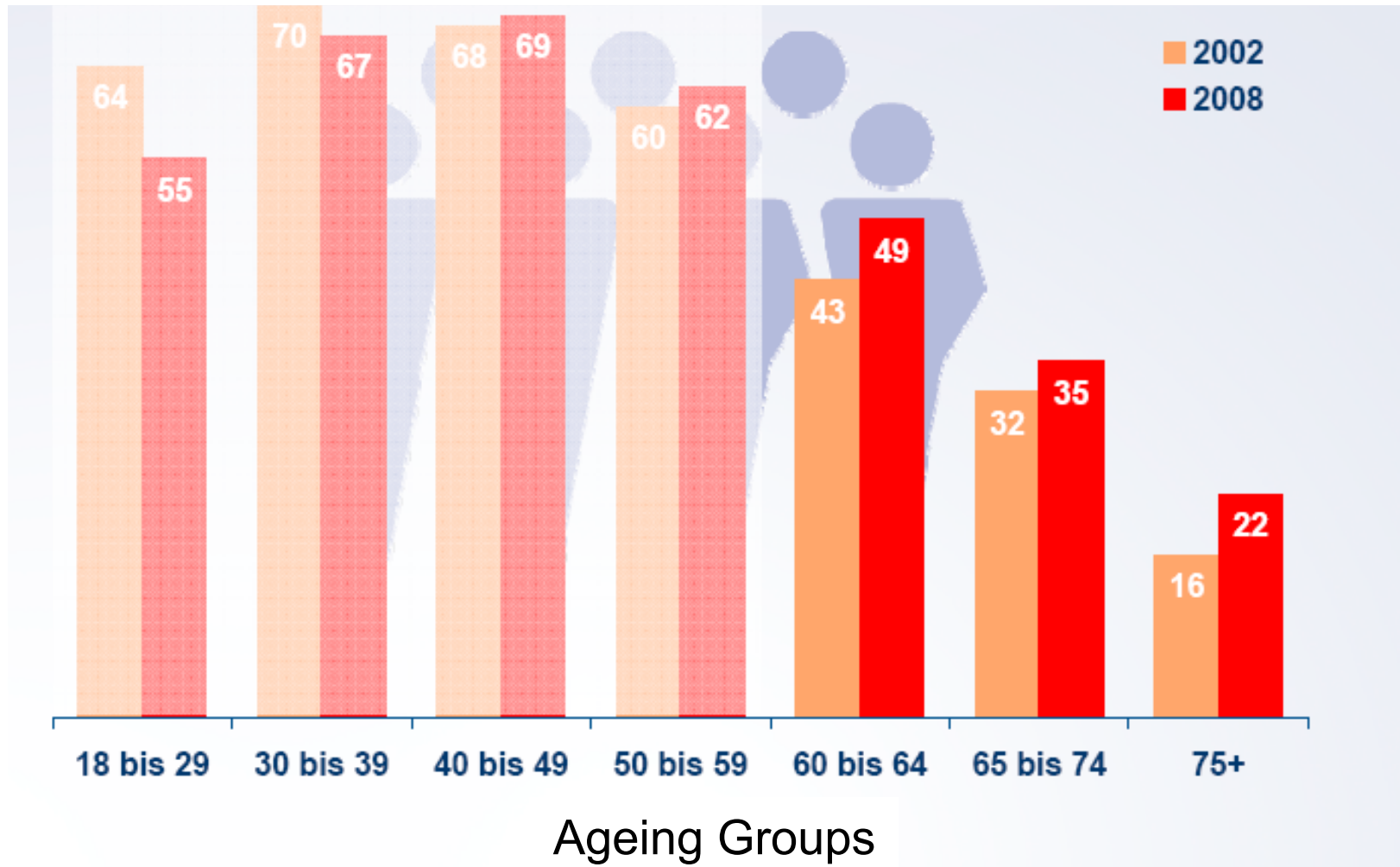
70 years

77 years

Population Development - Increasing Age

Population above 64

Population between 17 and 65

Index: 1990 = 100

16,84 Mio.

11,97 Mio.

52,59 Mio.

51,57 Mio.

+ 40 %
above 64 years

- 2 %
17 – 65 years

Daily car usage – advanced in age (Percentage)

Ageing Groups

Demographic change – are there any problems?

Medical aspects of ageing

Vision

- visual acuity, visual field, eye diseases

- Hearing auditory threshold, hearing impairment

Cognition

- Influence of medication (analgesic)

- physiological ageing

Motor activity

- age-related disease (z.B. arthrosis, rheumatism)

Senior (65+) road fatalities rate
due to transportation mode

22 %

20 %

of the population
is older than 65 years

but road fatalities rate
overall is

49 %

52 %

How we can reduce accident risks?

- Maintenance of individual transport structures

  through innovative automobile technique

  (Advanced Driver Assistance Systems)

- Educating elderly

  (include psychological and medical expertise)

- moveplus portal (www.generationplus.de/moveplus)

  (alternative network with ridesharing offers for older people)

Ageing costume –
Testing car equipment and handling

Conclusions for an automobile club

Specific offers for elderly people as for example consultations concerning:

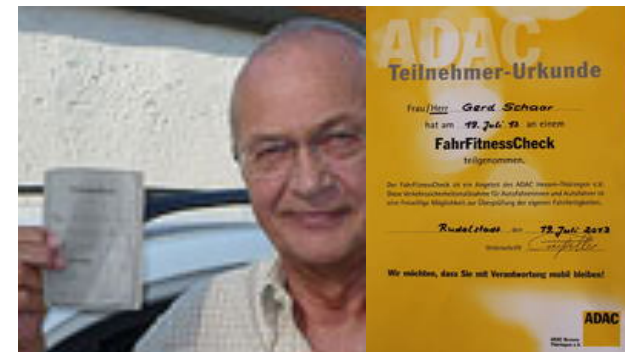- **"fit und mobil"** results are published in different papers

  Twelve cars are useful for senior drivers

  (VW Sharan is the winner). This information could help

  the members before taking a decision.

- the possibility to take part in driving ability tests

  with a confidential communication of the results

  The **ADAC "Fahr Fitness Check"**

Conclusions for an automobile club

- the improvement of their own driving technique

  (including theoretical and practical aspects)

- new offers for far journeys

  (ADAC and Post bus)

GND e.V.
„GENERATIONplus"

- **GENERATIONplus is an initiative of ADAC and focuses on the key interest of all humans to stay mobile for their whole life**

- **ADAC created this in the form of an association of its own legal rights**

Focus	Communication	Services
■ mobility in the second half of life ■ target groups: ADAC and GND members	■ journal „move" ■ Website www.generationplus.de ■ Newsletter as addendum ■ social media (facebook and youtube)	■ consumer protection ■ advocacy ■ advantages ■ regional mobilty market place „moveplus" ■ journal „move"

Thank you for your attention!

"No, being forty is not the result of an aging disease."