SWOT analysis of Intelligent Speed Adaptation (ISA)

Strengths	**Weaknesses**
- Can operate autonomously with fixed and on-board stored speed limits - Reduces excessive speeds and speed violations, therefore the likelihood of being caught by a speed enforcement camera - Reduces speed variation - Homogenises traffic - Increases safety - Reduces congestion and resulting negative environmental effects when allowed to impose dynamic speed limits	- True positive effects on traffic flow efficiency come from mandatory system types imposing dynamic speed limits under sufficiently high penetration rates - Can be frustrating at low penetration rates - Can lead to a potential decrease of average speeds and, consequently, to an increase of travel times
Opportunities	**Threats**
- Technology maturity may reduce system cost - Enables novel motorway traffic management applications (e.g. mainstream metering)	- User acceptance in terms of both purchase intention and frequent activation after purchase - Cost - Motorway traffic management delayed adaptation