

## FOR IMMEDIATE RELEASE

# Swedish speed-control system Actibump introduced to Ontario municipalities as cities seek effective alternatives to banned speed cameras

*Proven traffic safety system reduces speeding by up to 99% while maintaining flow in complex urban environments.*

Swedish traffic safety company Edeva is introducing Actibump to municipalities, traffic engineers and transportation authorities in Ontario as cities look for effective ways to reduce speeding in school zones, community safety zones and other safety-critical urban locations.

With municipal speed cameras no longer available in Ontario, local authorities are under pressure to identify road safety measures that improve driver compliance while still working in real traffic conditions. For many municipalities, that means looking beyond enforcement and toward infrastructure-based solutions that can support long-term Vision Zero goals.

That is where Actibump stands out.

Actibump is a dynamic speed-control system that has been in operation in Sweden for 15 years. Unlike conventional speed humps, it affects only vehicles travelling above the speed limit. Drivers who stay within the limit pass normally, while speeding vehicles trigger a controlled dip in the road surface.

According to Edeva, the system can reduce the share of speeding vehicles by up to 99%. Because compliant traffic is not slowed unnecessarily, Actibump is also suited to complex, high-traffic locations where cities need lower speeds without creating avoidable congestion, noise or stop-start effects.

“Municipalities need road safety measures that work in real traffic and in all weathers,” said Karin Wiklund, Marketing Manager at Edeva. “Actibump has been in operation in Sweden for 15 years and has strong references from real-world installations. The Swedish Transport Administration uses it in complex situations on their roads.”

Edeva says the system is particularly relevant in environments where vulnerable road users and traffic volumes must be managed at the same time, including near schools, pedestrian crossings, transit corridors and other complex street environments.

“What makes Actibump different is that it targets the speeding vehicle, not every vehicle,” said Karin Wiklund, Marketing Manager at Edeva. “That gives municipalities a way to improve compliance and safety without introducing unnecessary disruption for compliant drivers.”

Edeva is now engaging with municipalities and transportation stakeholders in Ontario to discuss how Actibump can support safer streets in a changing policy environment.

## About Edeva

Edeva develops intelligent traffic safety solutions for safer urban streets. Its flagship system, Actibump, is a dynamic speed-control solution designed to reduce speeding, improve traffic flow and increase safety in locations where vulnerable road users are at risk.

## About Actibump

Actibump is an active speed bump that is only a speed bump for those who speed. They have been successfully used in the Nordics for over 15 years and there are more than 120 units installed in Sweden, Norway, Iceland, Denmark and Australia. The system is monitored remotely and works in all weather conditions.

More information can be found here: <https://www.actibump.com/active-dynamic-speed-bump/>

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