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PASSENGER CAR AS COMPLEX EXPERIENCE

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Passenger cars are complex products that consist of millions of parts. Cars have different shapes and colours giving persons different emotional feelings. Therefore the car as a complex product is suitable for marketing specialist for comparing other products through cars. Authors are describing the mathematical background of the theoretical investigation and the practical results of such examination.

Keywords: cars, emotions, experience

1. Introduction

Passenger cars are very complex products. Passenger cars consist of millions of parts. Furthermore passenger cars are not only a complex mechanical and technical product but they are also as a complex meaning psychology. Cars have different shapes, colours, sounds, volume giving persons different emotional feelings. Therefore the car as a complex product is suitable for marketing specialist for comparing other products through cars. Authors are describing the theoretical investigation of such a qualitative examination and the practical results. This comparison possibility that is associations based as a tool is developed in psychology but the usage with stricter regulation in marketing investigation is far more suitable in projective techniques. Everyone has an opinion about cars; most of us even have experience as well. In this paper, authors have introduced a general framework for experience of passenger car as a product that applies to all affective responses that can be experienced in human-product interaction. The passenger cars as products have influence to all human sensors (visual, auditory, tactile, taste, smell, movement) in fact the further more beyond sense passenger cars cause emotions (social factors, emotions, behaviour). Distinct components or levels of product experiences are discussed. All level is distinguished in having their lawful underlying process [1].

Product experience

Before starting the discussion on human-product experience from passenger cars and marketing perspectives it is important to summarize the theoretical background of product experience. Product experience is always resulting from some interaction of the user and a product. This interaction is not necessarily restricted to instrumental or non-instrumental physical action, but mostly also consists of passive (often visual) perception, or even remembering or thinking of a product [1]. Human-product interaction and product experience is closely interwoven. Figure 1 provides a model of human-product interaction [2].

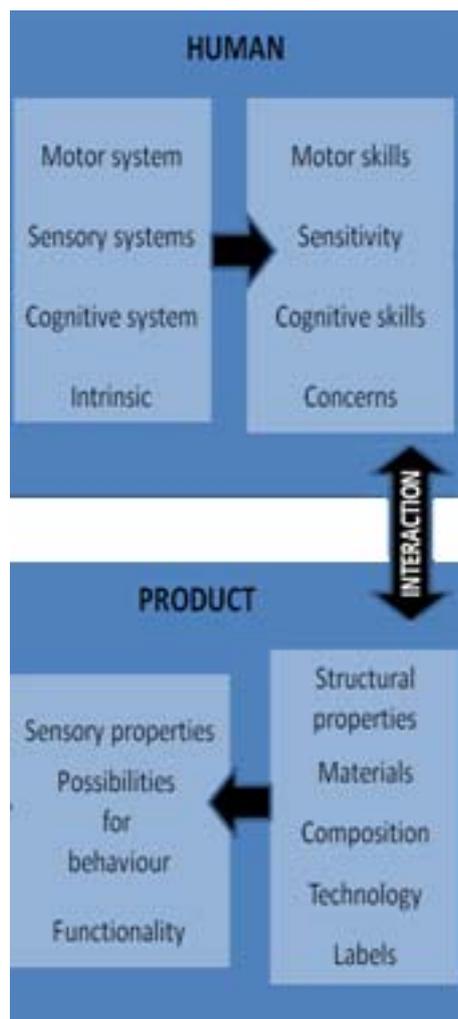


Figure 1. Model of human-product interaction
(source: [2])

Humans are able to interact with their environment (and the products) by motor system, sensory systems, cognitive system and instinct. Passenger cars have countless relationships with humans from the point of view of product experience. They interact with humans through concrete levels: visual appearance (shape, colour, material, display), tactual experience (touch of controls, seats, etc.), audio experience of the passenger car (for example, buzzing of the engine or the sound of closing the door), smell (for example, “smell of the new car”) and the multi-sensory experience (like driving experience). On the other hand, cars interact with humans mostly by abstract, subjective way or emotional “symbolic” level, and they help create the “owner loyalty” like aesthetic experience (for example, the subjective meaning of “beauty”), brand experience (like the producer image, or the consumers self image when possessing the car), social level (the experience of belonging to a certain group), shopping experience, and the satisfaction with dealer service. It is clearly visible that passenger cars product experience is significantly more than the using experience.

Colours, shapes, sounds (or music) and words almost always have an emotional meaning. This emotional meaning is in part innate but also learned from our cultural environment. It is a question of design: design elements will only be successful if they hit the desired emotional spot. Nowadays dealers are selling complex product experience instead of cars, and therefore designers have to plan experiences for customers, and the producers have to design the whole production, dealing and service process around the consumers’ product experience. Cues, sensory, verbal and visual stimuli must be optimised not only the level of product, but also the whole purchase and consumption process. In this area is particularly difficult to compete with merely the quality of product therefore new management solutions are formed

focusing on emotional experiences. This new focus appears as emotional and symbolic product attributes emphasizing positioning, and these decisions of product development in which aim at to impress all senses of the customer. (Cue-management) from Porsche design process it is a good example for cue-management approach to the acoustic design planning [3]. They employ more than 80 “tuner” (acoustic expert) in order to develop the best audio experiences, like 911 characteristic motor “buzzing” sounds or the typical and unique “blubb” sound when the car is closing. All sound and every acoustic effect is a message, which increases or decreases the product’s value. In order to be successful on the market, the brand of a car must have a clear emotional place in the mind of the consumer. This emotional brand essence results from the sum of all experiences that come from human-product interaction in both tangible and abstract levels. The subsequent implementation in marketing and brand communication is derived from the emotional brand positioning.

2. Methodology

The projective techniques derived from the practice of psychology. Projective techniques that were originally developed by clinical psychologists were adapted for use in consumer and marketing research. In marketing the projective technique is used with limited boundary conditions than in psychology. Passenger cars as complex systems are well known base of projection due to their technical and caused emotion complexity. The passenger cars as complex systems are devoted as complex product experience. In psychology, a projective test is a type of test in which the individual offers response to ambiguous scenes, words or images or make connection between two different types of products. This type of test emerged from the psychoanalytic school of thought, which suggested that people had unconscious thoughts or urges. Firstly, the feelings about the explanatory products are questioned. Then the connection between the explanatory products and the investigated products is analysed. As the connection revealed explanation could be done about the feelings of investigated products. These projective tests were intended to uncover such unconscious desires that were hidden from conscious awareness. Specifically, cars were used as a means of projective techniques. Authors in this article are only dealing with human feelings about passenger cars (*Fig. 2*). On the figure it can be seen that one man can have opinion on multiple mediate product. Each product can be connected with multiple revealed preferences. All this chain is designed in order to get to the examined products. With this type of complex association chain the end product could be investigated through other products and hidden preferences can be revealed by the mediate products.

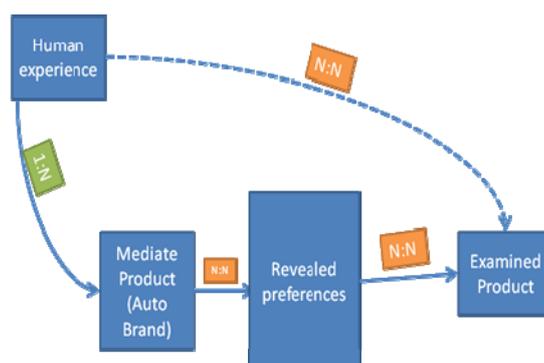


Figure 2. Model of methodology
(source: own compilation)

Passenger cars are really good mediating products. They can be used as a media in order to reveal hidden preferences of other investigated products. That is, why cars and transport vehicles are good media.

3. Analysis

A sample of 18-person in the preliminary investigation were used to test the car related emotions. 28 different cars were selected (*Table 1*).

Table 1. Investigated auto brands

Alfa Romeo
Audi
BMW
Citroen
Dacia
Fiat
Ford
Honda
Hyundai
Jeep
Kia
Land Rover
Lexus
Mazda
Mercedes
Mini
Mitsubishi
Nissan
Opel
Peugeot
Renault
Saab
Seat
Skoda
Suzuki
Toyota
Volvo
VW

(source: own compilation)

The aim is to subsequently identify associations related to the product, to the passenger cars, to their level of experience. Authors have investigated the revealed associations that are invited by the varieties of car brands. Experience is shaped by the characteristics of the user (e.g., personality, skills, background, cultural values, and motives) and those of the product (e.g., shape, texture, colour, and behaviour). All actions and processes that are involved, such as physical actions and perceptual and cognitive processes (e.g., perceiving, exploring, using, remembering, comparing, and understanding), will contribute to the experience [4]. In addition, the experience is always influenced by the context (e.g., physical, social, economical) in which the interaction takes place. The association questioners have been statistically analysed; frequency (Eq. 1):

$$\varphi_i = \frac{v_i}{\sum_{i=1}^n v_i}, \quad (1)$$

where

φ_i : frequency of auto brands in the sample [-]

v_i : number of answers in the sample [-]

n : total number of brands in the sample

and cumulated frequency (Eq. 2) is calculated:

$$\Phi_j = \sum_{k=1}^j \varphi_k, \quad (2)$$

where

Φ_j : cumulated frequency of auto brands in the sample [-]

φ_k : number of answers in the sample [-]

In addition frequency the emotional content of responses is examined. Four different cases are distinguished for emotional content:

- 1) **Positive emotional content:** respondents described positive feelings or experiences with auto brand. For example: *“This brand refers with high quality for me!”*, *“It is my favourite auto brand, because it is very hot and smart!”*, *“It is a luxury car brand, and I like it very much!”* etc.
- 2) **Neutral emotional content:** respondent formulated feelings without positive or negative content. For example: *“It is an average auto brand, I think it is reliable but not excellent!”* etc.
- 3) **Negative emotional content:** respondents described their negative feelings with chosen auto brands. For example: *“This type of cars are poor quality of level!”*, *“Poor people like this auto brand!”* etc.
- 4) **Ambivalent emotions:** sometimes respondent cannot formulate clear emotional content; they use a car brand and speak about their reasons. For example: *“It is high quality and prestige car brand, but when I could have bought one I choose another brand!”*, *“People like this brand, and I believe it is a good car, but it is not enough attractive for me!”*

Further on attitude (negative, neutral, positive, ambivalent), it has been investigated by gender. This equation (Eq. 3) can be described by a number of evaluator as the function of brand of autos and attitude.

$$N = f(\alpha, \beta), \tag{3}$$

where

N : number of evaluators [-]

α : attitude [-]

β : brand of autos [-]

In order to analyse the changes and differences the gradient function has been derived from Eq. 3:

$$\nabla N = \frac{\delta N}{\delta \alpha} i + \frac{\delta N}{\delta \beta} j, \tag{4}$$

where

∇N is a matrix returns the α and β components of the two-dimensional numerical gradient.

$\partial N/\partial \alpha$ refers to the differences and changes in α direction, which means how the number of evaluators changed with the changing of attitude when the brand of autos remained constant.

i : is the unit of α

$\partial N/\partial \beta$, refers to the differences and changes in β direction, which means how the number of evaluators changed with the changing of auto brands when the attitude remained constant.

j : is the unit of β .

Unfortunately in our case the function is not continuous. In order to solve the problem Eq. 4 need to be rewritten in a discrete form:

$$\nabla \widetilde{N}_k = \frac{N_{k+1} - N_k}{\alpha_{k+1} - \alpha_k} i + \frac{N_{k+1} - N_k}{\beta_{k+1} - \beta_k} j, \tag{5}$$

where

$\nabla \widetilde{N}_k$ is a matrix of discrete function that returns the α and β components of the two-dimensional numerical gradient.

$\frac{N_{k+1} - N_k}{\alpha_{k+1} - \alpha_k}$,

refers to the differences and changes in α direction, which means how the number of evaluators changed with the changing of attitude when the brand of autos remained constant.

i : is the unit of α .

$\frac{N_{k+1} - N_k}{\beta_{k+1} - \beta_k}$

refers the differences and changes in β direction, which means how the number of evaluators changed with the changing of auto brands when the attitude remained constant?

j : is the unit of β .

4. Results

Firstly, the descriptive statistics are presented (Fig. 3).

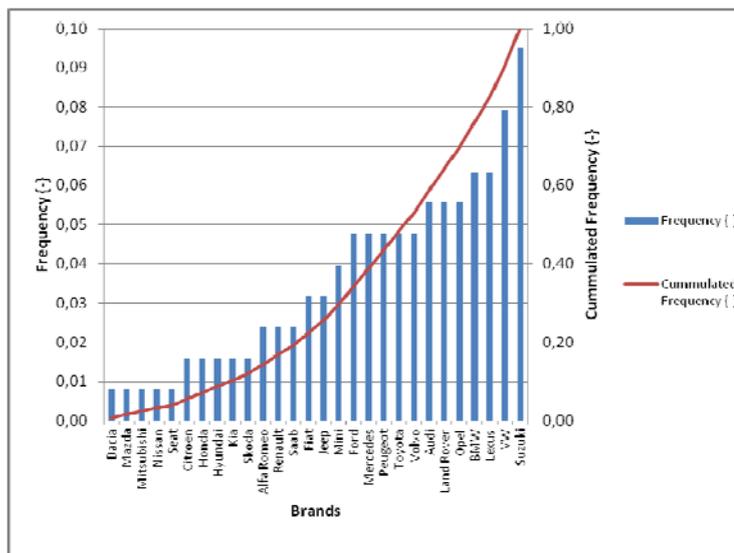


Figure 3. Frequency of Auto Brands in association questionnaire (source: own compilation)

As it can be seen from Figure 3 in the association questionnaire Suzuki, VW and Lexus were mentioned mostly; represented auto brands and the frequency of emotional content in the responses from Fig. 4. It can be seen Audi and Lexus were used frequently to describe Positive feelings or experiences. Very interesting and Hungarian characteristic reflected in the ambivalent responses, because BMW and Opel were the mediate product to formulate respondents ambivalent feelings. Opel is a very (or too) average family car, and BMW often identify the “not honest business men” car; with Suzuki and VW mixed feelings and emotions are described.

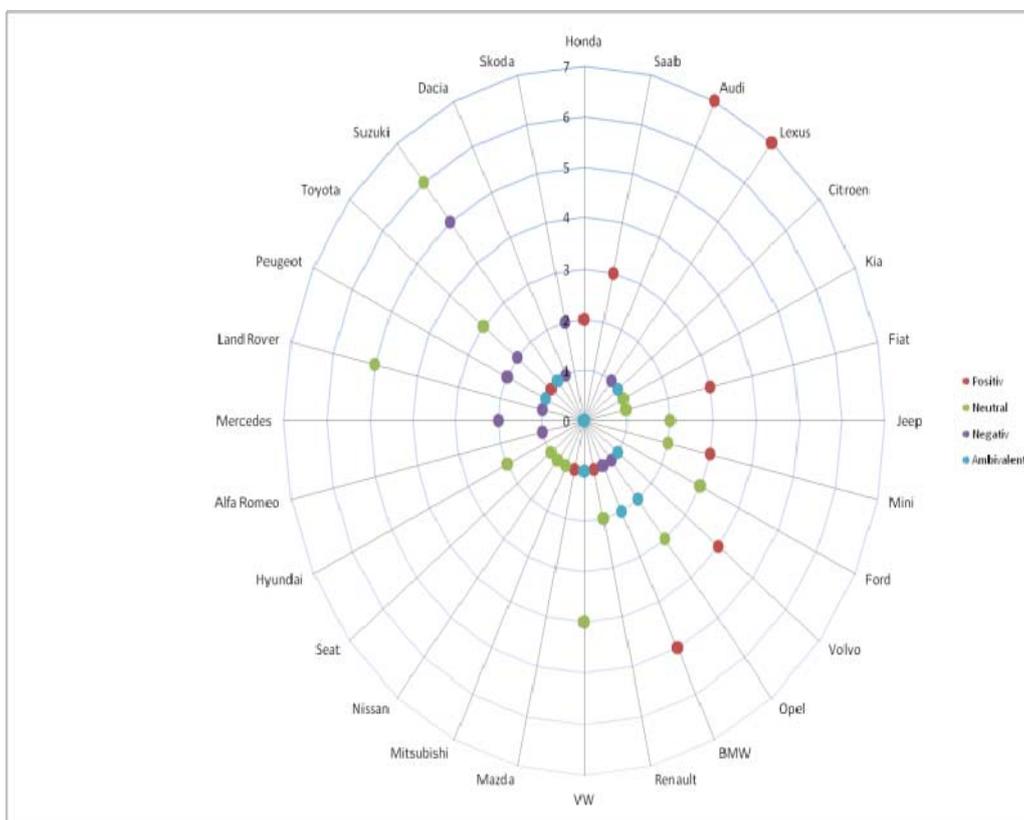


Figure 4. Frequency of Auto Brands in association questionnaire (source: own compilation)

Significantly different attitude has been found by gender (Fig. 5). Negative attitude was coded with -1, neutral with 0, positive with 1 and ambivalent with 2.

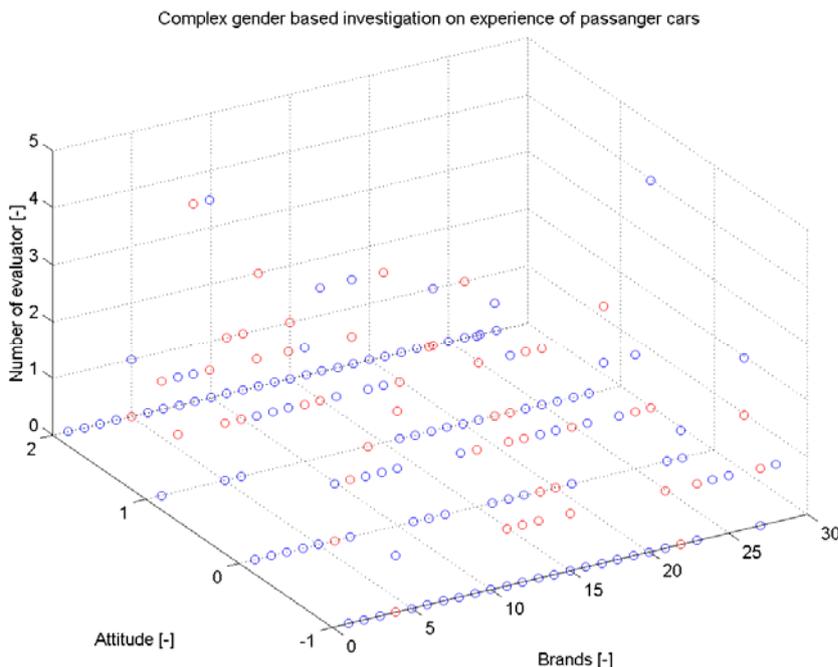


Figure 5. Differences of attitudes connected to Auto Brands (source: own compilation)

Vectors as arrows has been displayed. The origin of vectors refers the attitude and auto brands and the combining components are $(\frac{N_{k+1} - N_k}{\alpha_{k+1} - \alpha_k} i + \frac{N_{k+1} - N_k}{\beta_{k+1} - \beta_k} j)$ as described in methodology. By definition arrows can overlap that sometimes makes the understanding harder.

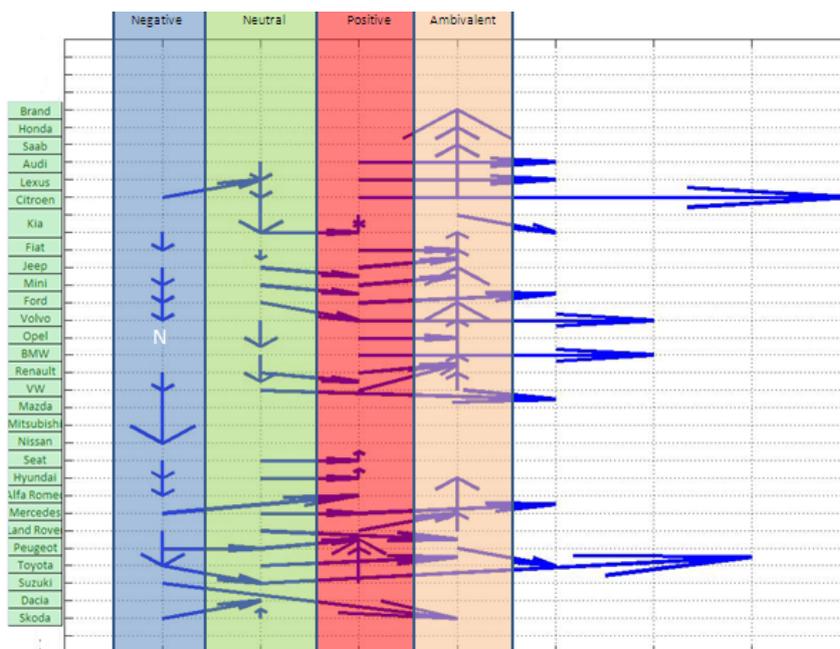


Figure 6. Visualisation of male gradient matrix (source: own compilation)

As it can be seen from Figure 6 Lexus, Volvo, BMW, Audi, Saab have the major positive attitude in decreasing order VW and Land Rover have the major negative attitude in Hungary by male evaluators.

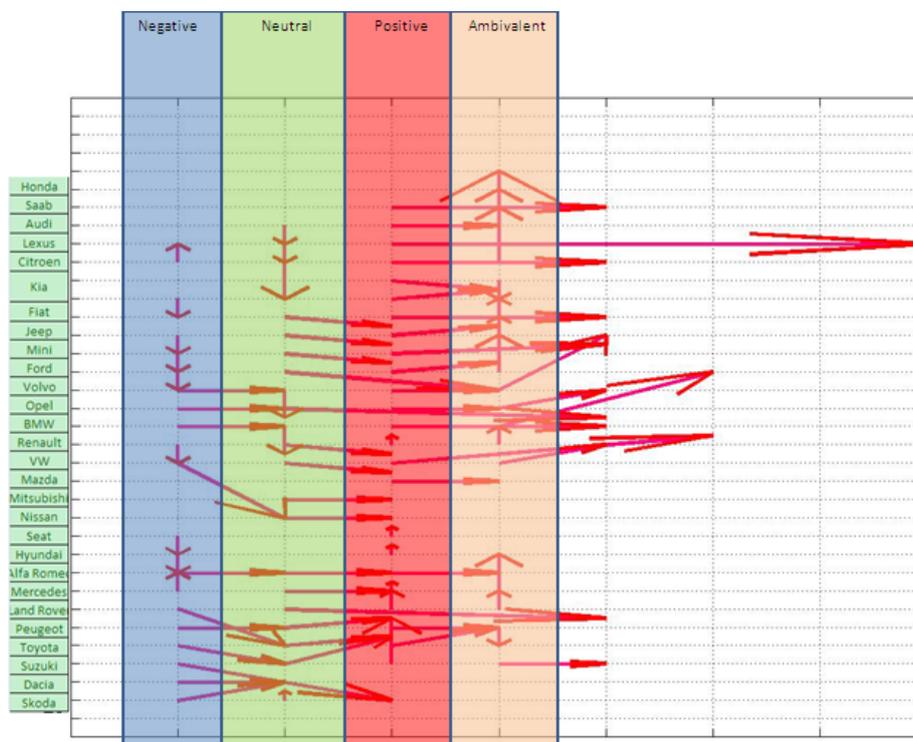


Figure 7. Visualisation of female gradient matrix
(source: own compilation)

As it can be seen from Figure 7 Lexus, Saab, Citroen have the major positive attitude in decreasing order VW and Opel have the major negative attitude in Hungary by female evaluators.

5. Conclusions

Passenger cars are very complex products. Furthermore passenger cars are not only a complex mechanical and technical product but they are also as a complex meaning psychology. Cars have different shapes, colours, sounds and volume giving persons different emotional feelings. Therefore the car as a complex product is suitable for marketing specialist to compare other products through cars. Authors are describing the theoretical investigation of such a qualitative examination and the practical results. This comparison possibility that is associations based as a tool is developed in psychology. Everyone has an opinion about cars most of us even have an experience as well. In this paper, authors have introduced a general framework for experience of passenger car as a product that applies to all affective responses that can be experienced in human-product interaction. Authors have investigated the attitudes that are connected to passenger car brands. Further on authors have investigated the gender factor of such psychological environment and found significant differences.

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TRANSPORTATION OF LIQUEFIED GASES: ASSESSING THE RISK OF THERMAL DAMAGE TO ROADSIDE INFRASTRUCTURE FROM A ROAD TANK “BLEVE”

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An assessment of risk posed by a road transportation of liquefied gases to roadside property is considered. The attention is focussed on an estimation of the probability of thermal damage to a roadside object. Such damage can be caused by a boiling-liquid expanding-vapour explosion (BLEVE) of a road tank. It is suggested to estimate this probability by a combined application of stochastic simulation and deterministic models used to predict a thermal effect of a BLEVE fireball. A development of a fragility function expressing the probability of ignition of the roadside object is discussed. The fragility function is integrated into the simulation-based procedure of an estimation of the thermal damage probability. The approach proposed in this study is illustrated by an example which considers an assessment of thermal damage to a reservoir built in the vicinity of a road used for transportation of liquefied gases.

Keywords: hazmat transportation, road tank, liquefied gas, BLEVE, thermal damage, risk

1. Introduction

Every day large amounts of liquefied gasses (LGs) are shipped by road to ensure a small-scale distribution to end-consumers. The increasing consumption of gas in Europe and construction of new gas terminals will drive up LG transportation by road vehicles [1]. Accidents of such vehicles pose serious risk to people and infrastructure located in the roadside territory [2]. A traffic accident of a road tank can escalate in a severe and highly hazardous explosion known as a boiling-liquid expanding-vapour explosion (BLEVE) [3]. Such an explosion can be a stand-alone accident or, alternatively, cause secondary or “knock-on” accidents in the roadside territory. Accidents involving BLEVEs of road tankers, which carried LGs, are reported by T. Abassi and S. A. Abassi [3], Planas-Cuchi *et al.* [4], Tauseef *et al.* [5].

Thermal and mechanical effects of BLEVE on roadside objects can be predicted by mathematical models, most of which are strictly deterministic. These models cover blast, fireballs, and projection of fragments (projectiles) generated by BLEVEs [6-10]. The models of BLEVE effects can be applied to predicting damage to roadside objects. A methodological framework for such predicting is available in the field of transportation risk assessment [11]. An example of an application of TRA to an assessment of individual and societal risk due to LG transportation was reported by Paltrinieri *et al.* [12]. TRA is a widely developed methodology. However, our impression is that applications of TRA lack “attention to detail”, where a potential damage to build roadside objects is of concern [13]. An assessment of such damage will require considering two aspects of a BLEVE accident: transportation aspect (potential position of the explosion within the road segment from which it can endanger a roadside object in question) and structural aspect (response of the roadside object to potential BLEVE effects).

The present study attempts to give guidance on assessing the damage to built roadside objects from thermal radiation emitted by BLEVE fireballs. Such a radiation is not the furthest reaching BLEVE effect. However, it can be very intense in the roadside territory and, unlike blast and projectiles from an LG tank vessel fragmentation, it will impinge on objects built relatively close to the road from high elevation. The thermal radiation can be very problematic in terms of fire safety. The study focuses on a stochastic (Monte Carlo) simulation of position of road tanks before they undergo a BLEVE and thermal radiation from a BLEVE which can cause the thermal damage. The simulation results can be useful for a design of future objects and protection of existing objects located in the vicinity of the roads used for LG transportation.

2. The Exposure of Roadside Property to Effects Generated by a Road Tank BLEVE

An accident occurring as a BLEVE of a road tank will be initiated by a traffic accident, in which the tank vehicle is involved (Block 1, Fig. 1). Then the initiator can be followed by two typical sequences of events leading to an engulfment of a tank by a fire and BLEVE of the tank (Blocks 2 to 7, Fig. 1). The fire can be fed by LG leaking from the tank or by other source, most probably, fuel of a tank truck. A fire of both LG and fuel is also possible [4].

A BLEVE can be external or internal event with respect to exposed roadside infrastructure. An external exposure to BLEVE hazard can result from a transportation of LGs over adjacent public (off-site) roads or access roads. An example of an external exposure to a BLEVE is given on Figure 2. The internal expose will take place during the transportation of LGs over on-site roads. In congested vulnerable industrial areas adjoined by on-site roads, the on-site transportation of LGs can be more hazardous than the transportation over off-site, public roads.

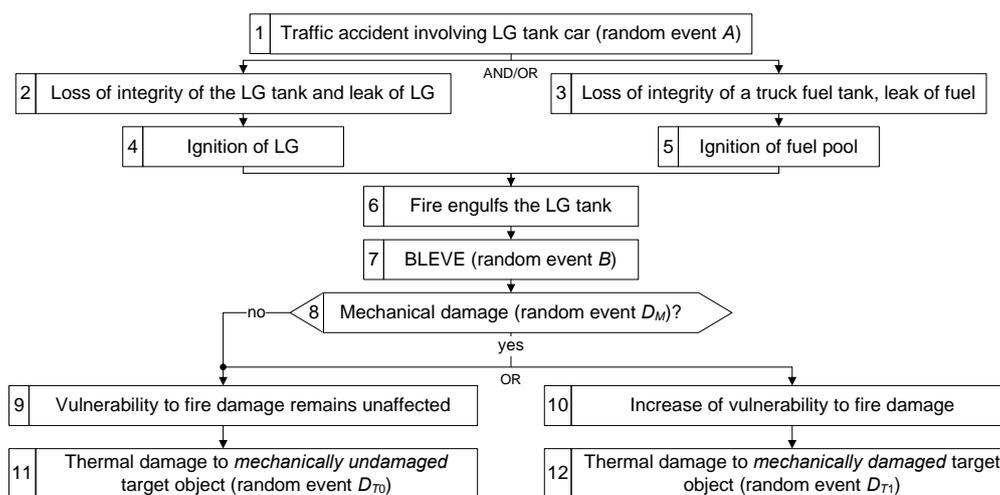


Figure 1. Sequences of the events leading to a road tank BLEVE and subsequent damage to a roadside object

BLEVE damage to a roadside object can be caused by three effects generated this explosion: blast, projectile impact and thermal radiation from a fireball. Blasts from BLEVEs are localised and not as far reaching as fireball and projectile effects. If safe distances between the road and roadside objects can be established for fireballs then they will be safe for the blast. Such distances are also known as separation distances [14]. A separation distance equal to four times the potential fireball radius R is suggested as reasonable for thermal radiation effects and blast effects [15]. An illustration of the distance $4R$ is given on Figures 2 and 3. However, at this distance the hazard from projectiles is still very significant. At a distance of $4R$ from the side of a tank, approximately 80-90% of fragments should fall. A compensation for less than desired separation distances can be safety barriers built alongside the road. If designed properly, the safety barriers will provide protection against blast and projectiles. For effective protection, the potential BLEVE epicentre should be at relatively short range from the front of the barrier [16].

Unfortunately, barriers can provide no protection against fireball radiation because dimensions of fireballs from BLEVEs of road tanks exceed any reasonable dimensions of barriers. An illustration of these dimensions is given on Figure 3. The geometry of the fireball shown on Figure 3 was calculated for a typical tank semi-trailer carrying 24.7 tons of propane by applying the so-called TNO fireball model [17]. The model and the data used for the calculation are presented in Tables 1 and 2.

A protection of roadside objects against thermal radiation from BLEVE fireballs should be based on either providing adequate separation distances or compensating less than desired safety distances by adequate resistance of target objects to thermal radiation. The latter option can be achieved by shielding the target objects from thermal radiation or making them inherently more resistant to such radiation. Both options require to predict intensity of thermal radiation from a road tank BLEVE and to assess the risk of thermal damage to exposed roadside object. An assessment of this risk will require dealing with transportation and structural aspect of the problem.

3. Contribution of Thermal Damage to the Risk Posed by a Road Tank BLEVE

Blast and projectiles generated by a road tank BLEVE can cause mechanical damage, whereas the thermal radiation can ignite combustible parts of the exposed object and so the damage will be caused by a subsequent, secondary fire. Many combustible materials ignite at ten-second exposure to 50 kW/m^2 radiation [18]. The duration of a fireball generated by a BLEVE of a typical road tank is up to 20 seconds. Blast and projectiles will reach the target object within first two or three seconds after the explosion and act a very short time. Thermal radiation from a fireball will act on the object a longer time and will increase from zero to a maximum value during the first third of fireball duration [10]. If the events of mechanical and thermal damage are modelled by the respective random events D_M and D_T , the event D_M will occur first and D_T will follow D_M (Blocks 8 to 11, Fig. 1).

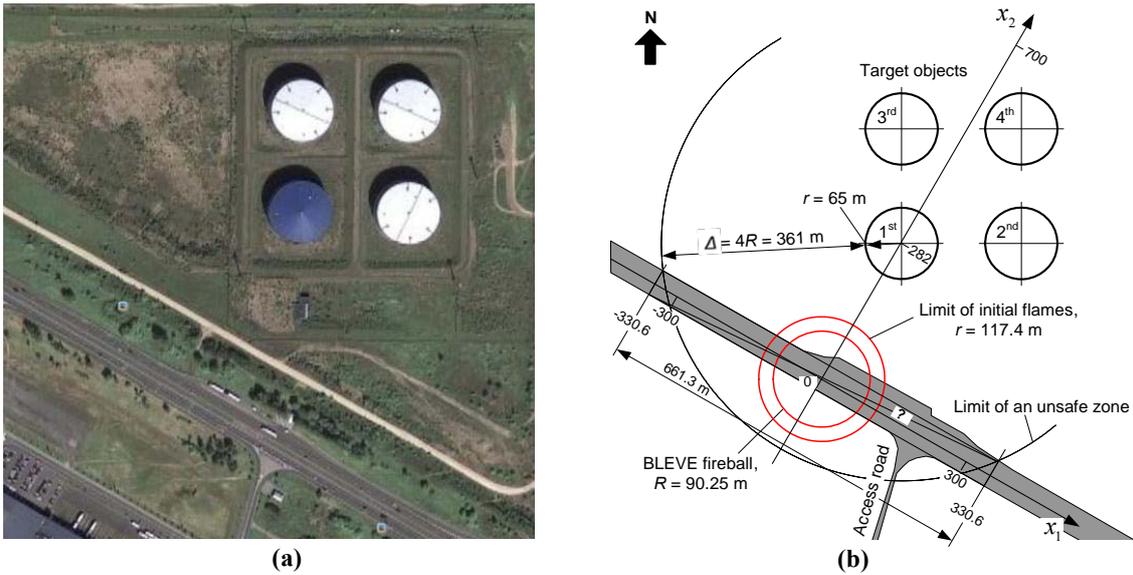


Figure 2. An example of external exposure of a potential target to a BLEVE on road:
 (a) an aerial view of four reservoirs of flammable materials in the vicinity of a road with a frequent transportation of LGs;
 (b) schematic view with a coordinate system $\{0; x_1, x_2\}$ based on road centreline and one of the reservoirs

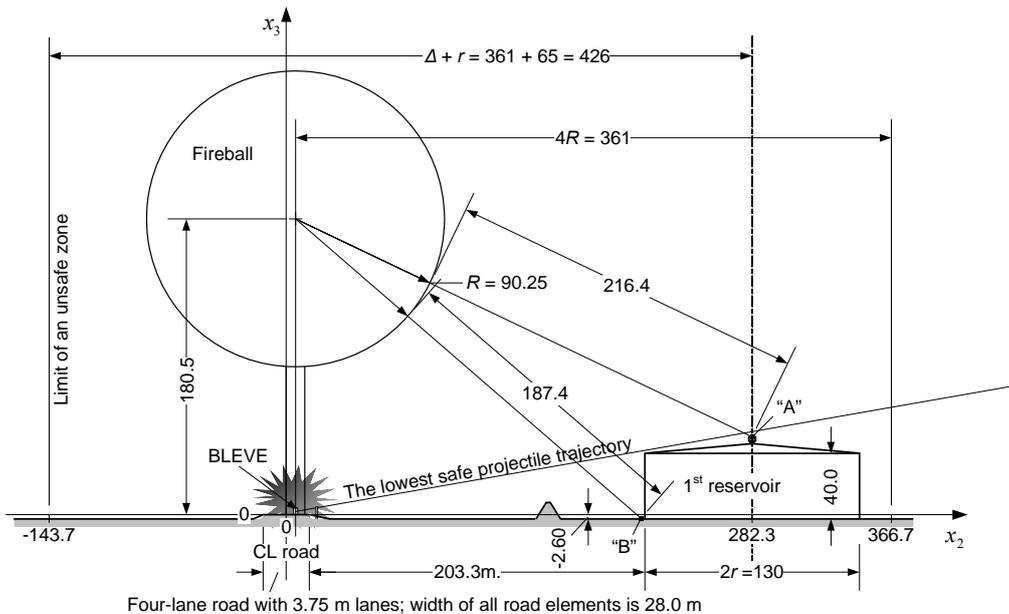


Figure 3. Exposure of a roadside object (target) to the fireball generated by a BLEVE of a road tanker carrying 24.7 tons of propane (the dimensions of the fireball were estimated by means of the TNO model, see Table 2 and [17])

Table 1. Input vector x of the model $\psi(x)$ described in Table 2

Component of x	Description	Units	Value
x_1	Position of the BLEVE centre along the axis $\{0; x_1\}$ * (Fig. 2b)	m	0
x_2	Position of the BLEVE centre along the axis $\{0; x_2\}$ (Figs. 2b and 3)	m	5.65
x_3	Position of the BLEVE centre along the axis $\{0; x_3\}$ (Fig. 3)	m	0
x_4	Capacity of the tank	m ³	56.14
x_5	Pressure in the vessel just before the explosion*	N/m ²	20×10^5
x_6	Degree of tank filling	%	85
x_7	Density of LG (propane)	kg/m ³	585
x_8	Combustion heat of LG at its boiling point	J/kg	46.0×10^6
x_9	Vaporisation heat of LG at its boiling point	J/kg	0.426×10^6
x_{10}	Specific heat capacity at constant pressure	J/(kg ^o K)	0.002582
x_{11}	Temperature of the fireball flame	°K	2000
x_{12}	Partial vapour pressure of carbon dioxide in the atmosphere	N/m ²	30.39
x_{13}	Ambient temperature	°C	10
x_{14}	Relative humidity	%	70

* Relief pressure of the safety valve can be assumed as the pressure at the instant of explosion [10]

Table 2. Components (sub-models) of the model $\psi(x) = (\psi_1(x), \psi_2(x))$ developed in by the Dutch organisation TNO [17] (components of the input vector x are explained in Table 1)

Component of $\psi(x)$	Description	Expression of the sub-model
$\psi_1(x)$	Intensity of thermal radiation	$\psi_1(x) = E(x) F_{view}(x) \tau_a(x)^*$
$\psi_2(x)$	Fireball duration	$\psi_2(x) = 0.852(x_4 x_5 x_6)^{0.8}$

* $E(x) \equiv E(x_1, x_2, \dots, x_{12})$ is the emissive power of the fireball surface; $F_{view}(x) \equiv F_{view}(x_1, x_2, \dots, x_6)$ is the view factor; $\tau_a(x) \equiv \tau_a(x_1, x_2, \dots, x_6, x_{13}, x_{14})$ is the atmospheric transitivity; see [17] for a detailed description of the sub-models $E(\cdot)$, $F_{view}(\cdot)$ and $\tau_a(\cdot)$

An occurrence of the mechanical damage event D_M can lead to two conditions of the target object with respect to the vulnerability of this object to thermal radiation:

1. An occurrence of D_M does not change the vulnerability to fire damage (Block 9, Fig. 1) (e.g., a local damage to a masonry wall of an industrial building hit by a projectile from a tank vessel fragmentation will not affect the vulnerability of its roof to thermal radiation, Fig. 4a). The events D_M and D_T can be considered independent and so the probability $P(D_T | B)$ estimated independently from $P(D_M | B)$, where B denotes the random event of BLEVE (Block 7, Fig. 1).
2. An occurrence of D_M increases abruptly the vulnerability to fire damage (Block 10, Fig. 1) (e.g., loss of containment by a reservoir used to store flammable liquid due to a projectile impact and so spill and exposure of this liquid to the direct action of thermal radiation will increase the chance of fire, Fig. 4b). The events D_M and D_T can not be considered to be independent and so $P(D_T | D_M \cap B) > P(D_T | B)$.

The probabilities $P(D_T | B)$ and $P(D_T | D_M \cap B)$ represent two different accident scenarios. They can be related to the frequency of thermal damage, $Fr(D_T)$, by a simple expression

$$Fr(D_T) = Fr(T) \times P(A | T) \times P(B | A) \times P(D_T | B) \text{ (or } \times P(D_T | D_M \cap B)), \tag{1}$$

where $Fr(T)$ is the usually annual frequency of LG transportation through the road segment under analysis (event T); $P(A | T)$ is the conditional probability of a traffic accident (event A) given T (the random event A is shown in Block 1, Fig. 1) and $P(B | A)$ is the probability of a BLEVE given A .

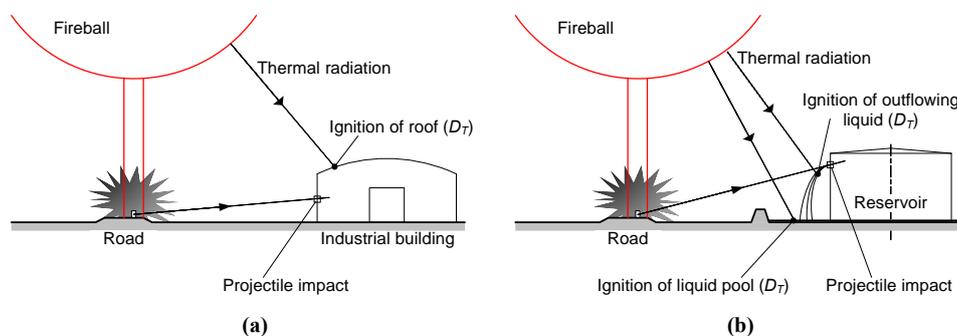


Figure 4. An illustration of the thermal damage event D_T : (a) the case of an independent occurrence of D_T with respect to the mechanical damage by a projectile; (b) the case where D_T (ignition of flammable liquid) is dependent on an occurrence of mechanical damage (perforation of a reservoir wall by a projectile and subsequent leak of liquid)

If D_T is a stand-alone event, a vector of consequence severities, \mathbf{S} , can be assigned to $Fr(D_T)$ and the pair $\{Fr(D_T), \mathbf{S}\}$ considered a simple expression of risk. In the case of an escalation of D_T into a larger, domino accident, the estimation of the frequency $Fr(D_T)$ can be treated as an estimation of frequency of an initiating event which triggers out a domino sequence. In both cases, the estimation of $Fr(D_T)$ will involve an estimation of the thermal damage probabilities $P(D_T | B)$ and $P(D_T | D_M \cap B)$.

4. Vulnerability of Roadside Object to the Thermal Damage from the Road Tank BLEVE

The estimation of the conditional thermal damage probability $P(D_T | B)$ is similar to that of $P(D_T | D_M \cap B)$, with the difference that the first probability must be estimated for a mechanically undamaged target object and the second one for an object in a damaged state and so more vulnerable to a thermal impact. Due to this similarity and for the sake of brevity, the symbol $P(D_T | B)$ will represent both probabilities. The thermal damage probability $P(D_T | B)$ can be expressed as follows [19]:

$$P(D_T | B) = \int_{\text{all } y} P(D_T | y) f(y) dy = \int_{\text{all } x} P(D_T | \psi(x)) f(x) dx, \quad (2)$$

where $\mathbf{y} = (y_1, y_2)$ is a two-component vector, the first component of which, y_1 , expresses a thermal radiation intensity (heat flux) and the second, y_2 , the duration of exposure to this radiation (fireball duration); $P(D_T | \mathbf{y})$ is the fragility function relating the probability of D_T to \mathbf{y} ; \mathbf{x} is the vector of characteristics of BLEVE accident resulting in the impact expressed by \mathbf{y} ; $\psi(\mathbf{x})$ is the vector-function which relates \mathbf{x} to \mathbf{y} (i.e., $\mathbf{y} = \psi(\mathbf{x})$); and $f(\mathbf{x})$ and $f(\mathbf{y})$ are the joint probability density functions (p.d.f.s) of \mathbf{x} and \mathbf{y} , respectively.

The development of the fragility function $P(D_T | \mathbf{y})$ is a highly case-specific task of probabilistic structural analysis. Fragility functions are widely applied to seismic risk assessment and extreme-wind risk assessment. However, any attempts to develop a fragility function for thermal actions of external fires are not known to us. What is more, recipes allowing relating the thermal radiation y_1 and duration y_2 to a specific thermal damage are very sparse and deterministic in nature. It is stated in the books CCPS [6] and CCPS [7] that the radiation of 37.5 kW/m^2 is sufficient to cause damage to process equipment and 12.5 kW/m^2 is the minimum energy required for ignition of wood and melting of plastic tubing. Most sources interpret the thermal damage simply as an ignition of materials exposed to thermal radiation and distinguish between ignition and non-ignition by specifying a pair of fixed threshold values ($y_{1,min}, y_{2,min}$) [10, 18, 20, 21]. Unfortunately, such values are insufficient to easily develop a fragility function $P(D_T | y_1, y_2)$, especially for short-term exposures (values of y_2 ranging roughly between 5 and 20 seconds). It is highly probable that at present the analyst will have to rely on a simplified fragility function expressed as

$$P(D_T | y_1, y_2) = \begin{cases} 1 & \text{if } y_1 \geq y_{1,min} \text{ and } y_2 \geq y_{2,min} \\ 0 & \text{otherwise} \end{cases}. \quad (3)$$

Fitting a well-known bivariate density $f(\mathbf{y})$ to the direct data on BLEVE effects can be problematic. BLEVE accidents on road are unique, short-lasting and unexpected events. The post mortem data on them is too sparse for fitting $f(\mathbf{y})$. However, the density $f(\mathbf{y})$ and so the probability $P(D_T | B)$ can be estimated by propagating uncertainties expressed by the lower-level density $f(\mathbf{x})$ through the model $\psi(\mathbf{x})$ [19]. The function $\psi(\mathbf{x})$ can be composed of a relatively large number of models available currently for the prediction of individual effects of BLEVE. These models are strictly deterministic, some are in competition for modelling individual characteristics of BLEVE fireballs [3]. Table 2 contains an example of $\psi(\mathbf{x})$ composed of two sub-models $\psi_1(\mathbf{x})$ and $\psi_2(\mathbf{x})$ developed for a prediction of fireball radiation y_1 and duration y_2 , respectively.

5. Transportation Aspect of Estimating the Probability of Thermal Damage

The estimation of the thermal damage probability $P(D_T | B)$ has an apparent transportation aspect. The thermal effect from a BLEVE fireball depends on a number of transportation-specific characteristics which can be taken as components of the input vector \mathbf{x} in the model $\psi(\mathbf{x})$. A list of these characteristics depends on the type of the model used to predict the thermal radiation $\psi_1(\mathbf{x})$ and the fireball duration $\psi_2(\mathbf{x})$. For instance, the TNO model described in Tables 1 and 2 allows classifying transportation-specific components of \mathbf{x} as follows:

1. The position of exploding tank in respect to a target object.
2. The segment of road from which a road tank BLEVE can endanger the target object (unsafe road segment).
3. Characteristics of the tank vessel used to ship LG: capacity, degree of filling, relief pressure of the safety valve built into the vessel and, more generally, mechanical characteristics of the vessel metal heated by an external fire preceding BLEVE.
4. Characteristics of LG being shipped in the vessel: type and density of LG, combustion and vaporization heat, specific heat. Temperature of the fireball flame can also be attributed to the characteristics of LG.

The tank position can be defined by applying a coordinate system fixed to both road and target object. An example of such a coordinate system denoted by $\{0; x_1, x_2\}$ is shown on Figure 2b. If the altitudes of BLEVE centre and target object differ much and/or the road has a non-negligible gradient, a three-dimensional coordinate system $\{0; x_1, x_2, x_3\}$ must be used (e.g., Fig. 3). Unlike scattering of projectiles from a cylindrical vessel BLEVE and blast generated by such an explosion, the propagation of the thermal radiation is not directional [15]. Therefore there is no need to model the orientation of the exploding tank (the angle of tank axis in relation to the road axis) in the coordinate system $\{0; x_1, x_2\}$ [13].

The unsafe road segment denoted by, say, ω can be determined by plotting a safety distance around the target object. If this object has a relatively simple geometry in plan, the safety distance can be determined a single variable, say, Δ . Figs. 2b and 3 illustrate such a distance for the cylindrical tank “1”. It was assumed that Δ is equal to four fireball radii R estimated by applying the deterministic model and data given in Tables 1 and 2. The safety distance Δ plotted around the target object formed a road segment ω with the length of 661.3 m (Fig. 2b). The geometry and of a target object and road network in the vicinity of the object can be irregular. However, the unsafe road segment ω can be identified also in such a case [22].

Generally, all component of the input vector \mathbf{x} should be considered random and modelled by random variables. However, the variability of some components can be expected to be small one and so these components can be represented by fixed values. The position of the BLEVE centre in the road segment ω in undoubtedly uncertain and must be modelled by two random variables X_1 and X_2 . For the model $\psi(\mathbf{x})$ described in Tables 1 and 2, they will be the first two random input variables. The altitude of the explosion centre with respect to the target, x_3 , can be expressed as a linear function of X_1 if the road within ω has a longitudinal gradient. Consequently, X_3 will have the same probability distribution as X_1 . The capacity of the tank, x_4 , and the relief pressure of the safety valve, x_5 , can be assumed to be fixed values if it is known what type of the tank vessel will undergo a BLEVE. However, the degree of tank filling, x_6 , can vary more than x_4 and x_5 and so this degree should be modelled by a random variable X_6 .

The characteristics of LG expressed by the components x_7 to x_{10} will depend on the type of LG and chemical composition of LG (Table 1). The variability of x_7 to x_{10} must be determined by tests of LGs shipped by road tanks. If a specific material shipped by a road tank, which may undergo a BLEVE, is known in advance, the LG characteristics x_7 to x_{10} can be assumed to be fixed. However, the temperature of fireball flame, x_{11} , should be modelled as a random variable X_{11} . This temperature is influenced by several random factors and, in addition, is difficult to measure it in experiments [21, 23].

The ambient conditions in the TNO model are expressed by the input variables x_{12} to x_{14} (Table 1). Partial vapour pressure of carbon dioxide in the atmosphere, x_{11} , does not vary much and can be considered non-random and equal to a fixed value given in Table 1 [17]. The ambient temperature at the instant of BLEVE, x_{13} , and the corresponding relative humidity x_{14} are clearly uncertain values and they must be modelled by the respective random variables X_{13} and X_{14} . These variables are not inherent characteristics of the LG transportation process. They can be attributed to the target object because depend on the location of a potential BLEVE accident. However, certain combinations of values of X_{13} and X_{14} can create dangerous traffic conditions, say, impaired visibility due to fog or icy road surface. They may increase the chance of traffic accident, in which the road tank car will be involved, and so the chance of BLEVE. Consequently, the input variables X_{13} and X_{14} can not be completely detached from the transportation aspect of the damage prediction problem.

The uncertainties related to the components of the input vector \mathbf{x} call for replacing this vector by a vector with some random components, namely,

$$\mathbf{X} = (X_1, X_2, X_3, x_4, x_5, X_6, x_7, x_8, x_9, x_{10}, X_{11}, x_{12}, X_{13}, X_{14}). \quad (4)$$

With the random input vector \mathbf{X} , the output of the model $\boldsymbol{\psi}(\mathbf{X}) = (\psi_1(\mathbf{X}), \psi_2(\mathbf{X}))$ will be random and can be modelled by two random variables: random thermal radiation $Y_1 = \psi_1(\mathbf{X})$ and random fireball duration $Y_2 = \psi_2(\mathbf{X})$. The probability distributions of Y_1 and Y_2 can be estimated by applying a simulation-based propagation of uncertainties through the model $\boldsymbol{\psi}(\cdot)$. Values of the random input vector, \mathbf{x}_j , can be sampled from probability distributions of the random components of \mathbf{X} and the corresponding output values y_{1j} and y_{2j} calculated by means of $\boldsymbol{\psi}(\cdot)$. A repetition of this process a large number of times, say, N will yield an estimate of the damage probability $P(D_T | B)$, namely,

$$P_e(D_T | B) = N^{-1} \sum_{j=1}^N P(D_T | y_{1j}, y_{2j}), \tag{5}$$

where $P(D_T | y_{1j}, y_{2j})$ is a value of the fragility function $P(D_T | \mathbf{y})$ computed for the pair (y_{1j}, y_{2j}) .

6. Example

The potential thermal damage from a road tank BLEVE fireball to the 1st of the four reservoirs shown on Figure 2 will be analysed. The thermal radiation will be estimated at the centre of reservoir roof, where system components sensitive to thermal radiation are installed (point “A”), and at the bottom of the dike area around the reservoirs, were piping and other system components are attached to the reservoir (point “B”) (Fig. 3). Characteristics of the points “A” and “B” are given in Table 3. A BLEVE of a road tank semi-truck carrying 24.7 tons of propane will be considered. The BLEVE can occur on an unsafe road segment ω with the length of 661.3 m (Fig. 2b). The area between the road and the reservoirs is flat; the road segment ω has no gradient. The road has four lanes, each 3.75 m wide and a 5,5 m wide median which separates opposing lanes of traffic (Fig. 5). The LG is transported along the road segment ω with relative frequencies $\pi_1 = 0.35$, $\pi_2 = 0.04$, $\pi_3 = 0.07$ and $\pi_4 = 0.54$ shown on Figure 5a. These frequencies were obtained from an observation of traffic in the road segment ω .

Table 3. Characteristics of two vulnerable points in the reservoir system that can be ignited by a BLEVE fireball

Point	Position in the coordinate system $\{0; x_1, x_2, x_3\}$	Condition of thermal damage		Estimate of damage probability, $P_e(D_T B)^*$ (see Eq.(5))
		$y_{1,min}$ (kW/m ²)	$y_{2,min}$ (s)	
A	(0 m, 282.3 m, 47.5 m), Fig. 3	25	10	1.021×10^{-3}
B	(0 m, 215 m, -2.17 m), Fig. 3	30	10	0.1814

* Computed with $N = 1 \times 10^5$

The BLEVE accident is described by the vector \mathbf{X} defined by Eq. (4). Values of the deterministic components of this vector, $x_4, x_5, x_7, x_8, x_9, x_{10}$ and x_{12} , are given in Table 1. The probability distribution of the longitudinal rest position of the road tank and so the position of a potential BLEVE centre, X_1 , was assumed to be uniformly distributed over the length of ω (Fig. 2b). This distribution expresses maximum uncertainty related to a potential BLEVE centre along the axis $\{0; x_1\}$. The road segment did not experienced tank car accidents in previous years. The probability distribution of the transverse tank position after it comes to a complete stop and can explode, X_2 , depends on the lane of intended travel. Our previous analysis of tank car accident data led to the result that the transverse rest position of the tank centre with respect to the centreline of intended travel lane can be modelled by a logistic distribution Logistic(2.02 m, 3.10 m) [13]. The positive location parameter of this distribution, 2.02 m, means that the transverse rest position lays in average 2.02 m outwards the travel lane centreline. The distribution Logistic(2.02 m, 3.10 m) can be associated with each of the four lanes of the road under consideration by adding (subtracting) its location parameter to (from) the coordinate of the lane centreline along the axis $\{0; x_2\}$ (Fig. 6a). This will allow constructing a mixed p.d.f. of X_2 , in which the frequencies π_1 to π_4 will play the role of probabilistic weights:

$$\varphi(x_2) = \pi_1 f_1(x_2 | -10.4, 3.10) + \pi_2 f_2(x_2 | -6.65, 3.10) + \pi_3 f_3(x_2 | 6.65, 3.10) + \pi_4 f_4(x_2 | 10.4, 3.10), \tag{6}$$

where $\varphi(x_2)$ denotes the mixed p.d.f. of X_2 and $f_l(x_2 | \cdot, \cdot)$ ($l = 1, 2, 3, 4$) are the logistic p.d.f.s related to the respective travel lanes. Parameters of the densities $f_l(x_2 | \cdot, \cdot)$ in Eq. (6) are in meters. The graph of the bimodal density $\varphi(x_2)$ is shown on Figure 6a.

The probability distributions of the remaining random variables considered in the present example, X_6, X_{11}, X_{13} and X_{14} , were assumed by following the recommendations given by Papazoglou

and Aneziris [24] who considered the quantification of uncertainties related to the BLEVE thermal radiation.

Table 4. Probability distributions of the random components of the vector X used to describe a road tank BLEVE accident

Random variable	Mean	Coefficient of variation (standard deviation)	Probability distribution
X_1	335.1* m	0.577 (193.4 m)	Uniform over the length of ω
X_2	2.174 m	5.20 (11.31 m)	Mixed distribution
X_6	0.85	0.05 (0.0425)	Normal
X_{11}	2000 °K	0.11 (220 °K)	Lognormal
X_{13}	15 °C	0.20 (3 °C)	Normal
X_{14}	70%	0.1 (7%)	Normal

* In the accident simulation the mean value of X_1 was shifted to the zero value of the axis $\{0; x_1\}$

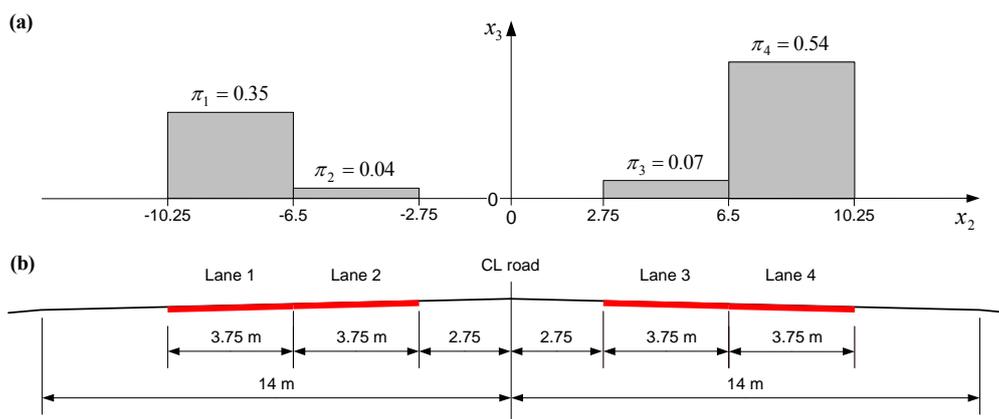


Figure 5. Simulation of the transverse rest position of road tank which can undergo a potential BLEVE: (a) relative frequencies of LG transportation through individual lanes; (b) transverse profile of the road

The values x_j of the random input vector X were sampled by means of a stochastic simulation from the probability distributions given in Table 3. Then the simulated values x_j and the model $\psi(\cdot)$ described in Table 2 were used to compute values of the thermal radiation and fireball duration, y_{1j} and y_{2j} . The simulation was repeated 1×10^5 times ($N = 10\,000$). Figure 7 shows the scatter diagram of the pairs (x_{1j}, x_{2j}) and (y_{1j}, y_{2j}) . With the pairs (y_{1j}, y_{2j}) , estimates of the probability of thermal damage, $P_e(D_{T|B})$, were computed for points “A” and “B” (Table 3). These estimates indicate that the point “B” is much more vulnerable to thermal radiation than “A” and so thermal insulation (shielding) should be provided in order to protect this part of the reservoir system against BLEVE.

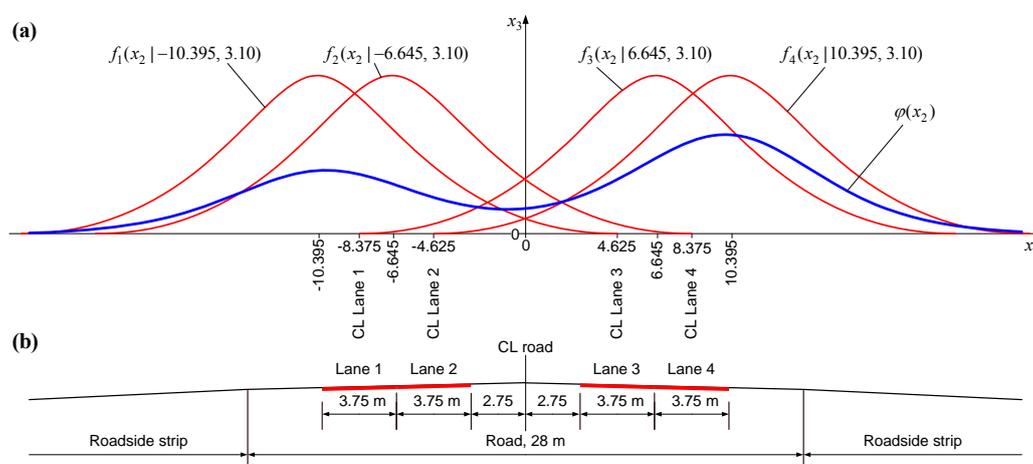


Figure 6. Probabilistic model of the transverse rest position of the tank: (a) densities of the transverse departure from the centrelines of individual lanes and a mixture of these densities, $\varphi(x_2)$; (b) road profile and adjacent roadside territory

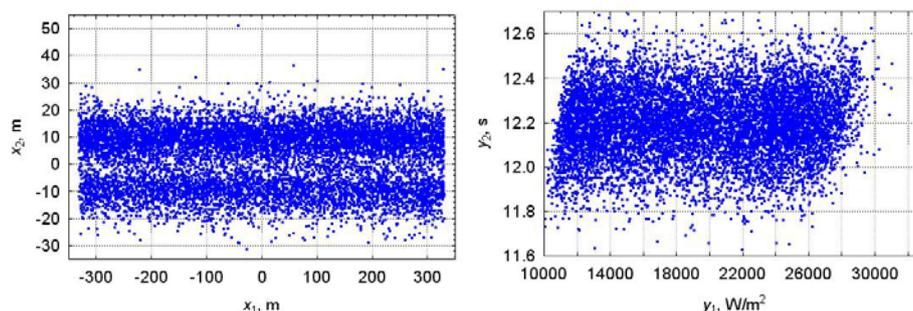


Figure 7. Results of the simulation of a BLEVE thermal radiation at point “B” shown on Figure 3: (a) simulated positions of the road tank, (x_{1j}, x_{2j}) ; (b) simulated pairs of the thermal radiation and fireball duration, (y_{1j}, y_{2j})

7. Conclusions

An assessment of the risk to roadside property from a boiling-liquid expanding-vapour explosion (BLEVE) of a road tank carrying liquefied gas (LG) has been considered. The attention was focussed on the thermal damage from a radiation generated by a BLEVE fireball. Such damage is usually understood as an ignition of a roadside object. The risk assessment requires estimating the conditional probability of thermal damage to the roadside object under analysis given a BLEVE. The estimate of this probability can be used for assessing the annual frequency of thermal damage. This frequency is a key element in the expression of risk posed to a specific roadside object by LG transportation through an adjacent public (off-site) or on-site road.

The estimation of the thermal damage probability can be a highly case-specific task and has transportation-related aspect and structural aspect. The thermal impact of BLEVE on the roadside object will depend on a generally random position of the vehicle at the instant of explosion. Characteristics of vehicle and properties of LG shipped by it will also influence the thermal impact. In the risk assessment, some of these vehicle and cargo characteristics must be treated as random quantities. Uncertainty related to them can be transformed into uncertainty in characteristics of thermal impact: thermal radiation (heat flux) impinging the roadside object and duration of this radiation. Such uncertainty propagation can be carried out by applying deterministic models describing BLEVE fireballs and stochastic simulation.

The structural aspect of the assessment of risk posed by a road tank BLEVE will consist in developing a fragility function for a potential target. The demand variables in this function must be intensity and duration of thermal radiation. The fragility function itself must quantify the probability of ignition of a roadside object. Literature on ignition of structural materials and materials stored (processed) in structures yields only deterministic and often approximate ignition criteria. They can be used to construct simple fragility functions. However, a fully probabilistic development of such functions remains an unsolved problem of fire and structural engineering.

Results obtained in this study can be applied to a general transportation risk assessment. However, these results can be also useful for specifying separation distances between road and roadside objects and design of shielding for these objects as a compensation for less than desired separation distances.

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