



REACHING ZERO CRASHES

6-5-4-3-2-1-0
A DIALOGUE ON THE ROLE OF
ADVANCED DRIVER ASSISTANCE SYSTEMS



October 27, 2016 / 8:30 AM – 5:00 PM

[NTSB Board Room and Conference Center](#), Washington, DC

8:30 a.m. – 9:00 a.m. Opening Remarks:

The Honorable Earl Weener, PhD, NTSB / Deborah Hersman, National Safety Council

9:00 a.m. – 9:50 a.m. SESSION 1

Defining ADAS – Features, Benefits and Availability

- David Zuby – Executive VP & Chief Research Officer, Insurance Institute for Highway Safety
 - *Features, benefits, and capabilities of AEB, FCW, LDW, blind spot detection, adaptive headlights*
- Greg Brannon – Director, Automotive Engineering and Industry Relations, AAA National
 - *Capabilities of current ADAS & current AAA testing*
- Matt Moore – VP, Highway Loss Data Institute
 - *Integration of ADAS into the passenger fleet*

9:50 a.m. – 10:00 a.m. Q & A

10:00 a.m. – 10:10 a.m. Break

10:10 a.m. – 11:00 a.m. SESSION 2

Human Factors and Driver Interaction with ADAS

- Dan McGehee, PhD – Director, Transportation and Vehicle Safety Policy Research Program, University of Iowa
 - *Driver perceptions of ADAS (MyCarDoesWhat survey)*
- John Sullivan, PhD – Associate Research Scientist and Head of Human Factors Group, University of Michigan Transportation Research Institute
 - *Overview of behavioral adaption research related to new safety technologies*
- Anders Eugensson – Director of Governmental Affairs, Volvo
 - *Considerations for driver attention and vehicle technologies*

11:00 a.m. – 11:10 a.m. Q & A

11:10 a.m. – 11:20 a.m. Break

11:20 a.m. – 12:20 p.m. SESSION 3

Education and Promotion of ADAS

- Chris Mullen – Director of the Technology Research Division, State Farm

- *Driver's role in safety and importance of consumer education*
- Mike Cammisa – Senior Director of Safety & Connected Vehicles, Global Automakers
 - *Role of auto industry in advancing ADAS*
- Henry Jasny – Senior VP & General Counsel, Advocates for Highway and Auto Safety
 - *Role of advocates in promoting technology and educating policymakers and consumers*
- Robert Gordon – Senior VP of Policy Development and Research, Property Casualty Insurers Association of America
 - *Role of insurance companies in promotion and consumer education; incentives considerations*

12:20 p.m. – 12:30 p.m. Q & A

12:30 p.m. – 1:15 p.m. Lunch Break

1:15 p.m. – 2:05 p.m. SESSION 4

Consumer Tools and Resources

- Jennifer Dang – New Car Assessment Program Division Chief, National Highway Traffic Safety Administration (NHTSA); Susan McMeen – Consumer Information Director, NHTSA
 - *Role of New Car Assessment Program (5-Star Safety Ratings) in educating consumers about vehicle safety*
- Shawn Sinclair – Automotive Engineer, Consumer Reports
 - *How Consumer Reports advances automotive safety*
- Rebecca Lindland – Senior Director of Commercial Insights, Kelley Blue Book
 - *How Kelley Blue Book educates auto buyers*
- Jamie Page Deaton – Managing Editor, Best Cars, US News & World Report
 - *How US News & World Report, mass media, educates consumers on auto technologies*

2:05 p.m. – 2:15 p.m. Q & A

2:15 p.m. – 2:25 p.m. Break

2:25 p.m. – 3:10 p.m. SESSION 5

Driver Training

- Jared Allen – Senior Director of Media Relations, National Automobile Dealers Association
 - *Role of dealers and dealer strategy in training their sales staff and the car buyers*
- Kyle Rakow – VP and National Director of Driver Safety, AARP, and Jodi Olshevski – Gerontologist and Executive Director, The Hartford Center for Mature Market Excellence
 - *Training seniors on ADAS features/benefits*
- Allen Robinson, PhD – Chief Executive Officer, American Driver and Traffic Safety Education Association
 - *Training traffic safety educators and drivers on vehicle safety technologies*

3:10 p.m. – 3:20 p.m. Q & A

3:20 p.m. – 3:30 p.m. Break

3:30 p.m. – 4:45 p.m. SESSION 6

Roundtable Discussion & Industry Commitments

4:45 p.m. – 5 p.m. Closing Remarks