



Educating consumers on advanced vehicle technology

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**EARLIEST
NOTIFICATION**

**188 feet from
approaching vehicle**

**SHORTEST
NOTIFICATION**

**4 feet from
approaching vehicle**



PREVENT CRASH

**79% speed
reduction**

LESSEN SEVERITY

**40% speed
reduction**

TACTICAL









WANT THE LATEST TECH: 40%
REDUCE STRESS: 46%
CONVENIENCE: 64%
SAFETY BENEFITS: 84%

AAA Warns of Misconceptions Regarding Automatic Braking Systems

Auto club says consumers need to be better educated on distinctions between system types



Always look when you change lanes

Despite massive improvements in car safety technology, AAA says drivers still need to keep their eyes on the road.

A new AAA report finds that car safety options that are supposed to work most of the time, but drivers need to be aware of some of the limitations they have.

"AAA's tests found that these systems are a great asset to a car, but AAA managing director of automotive engineering said in a report that drivers need to be aware of some of the limitations they have.

The car owners' group tested blind spot monitoring systems. Blind spot monitoring systems use radar to warn drivers in case they're not visible or go unnoticed in side mirrors. Lane departure cameras to warn drivers when they are drifting out of their lanes.

AAA Says Not All Automatic Braking Systems Are Designed to Prevent Car Crashes



THE VOICE OF THE AUTOMOTIVE WORLD

New Cross Traffic Alert Systems Often Fail, Warns AAA

by Paul A. Eisenstein on Dec. 10, 2015

A major new safety technology frequently fails to work as promised, according to a new study by the AAA, leading to parking lot crashes and injuries to pedestrians and bicyclists.

The problem is complicated by the fact that more than three quarters of U.S. drivers "park incorrectly," the road service and safety organization reported. That further enhances the risk of accidents in parking lots, according to the AAA study.



We'll Keep You Alerted!

"Recognizing that American parking habits differ from much of the world, automakers are increasingly adding technology to vehicles that is designed to address rear visibility concerns," said John Nielsen, AAA's managing director of Automotive Engineering and Repair. "However, AAA's testing of these systems reveals significant shortcomings when used in real-world conditions and Americans should rely more on driving skills than technology."

The root of the problem is the way Americans typically park in shopping center and mall lots, 76% pulling forward, rather than backing into spots. That practice leaves pedestrians and bicyclists more vulnerable, while increasing the risk of a driver backing out into traffic.



An illustration shows how a cross-traffic alert system works, by spotting oncoming traffic.



Do you trust your car to park itself?



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that parallel parks itself without you touching the steering wheel. AAA shows that 72 percent of those asked would not even though it's now available in several models, mostly

However, parking tests show that such suspicions are likely misplaced. AAA

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