Crash Avoidance Technology and the Consumer Perspective

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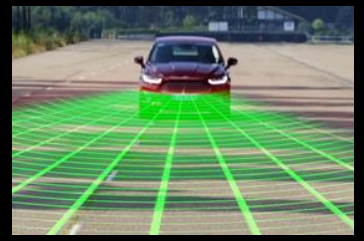
THE NATIONAL ADVANCED DRIVING SIMULATOR

Reaching Zero Crashes: A Dialogue on the Role of Advanced Driver Assistance Systems

October 27, 2016

From surviving crashes to preventing them altogether



What do we know?

94% of crashes are have some element of driver error

What about the driver?

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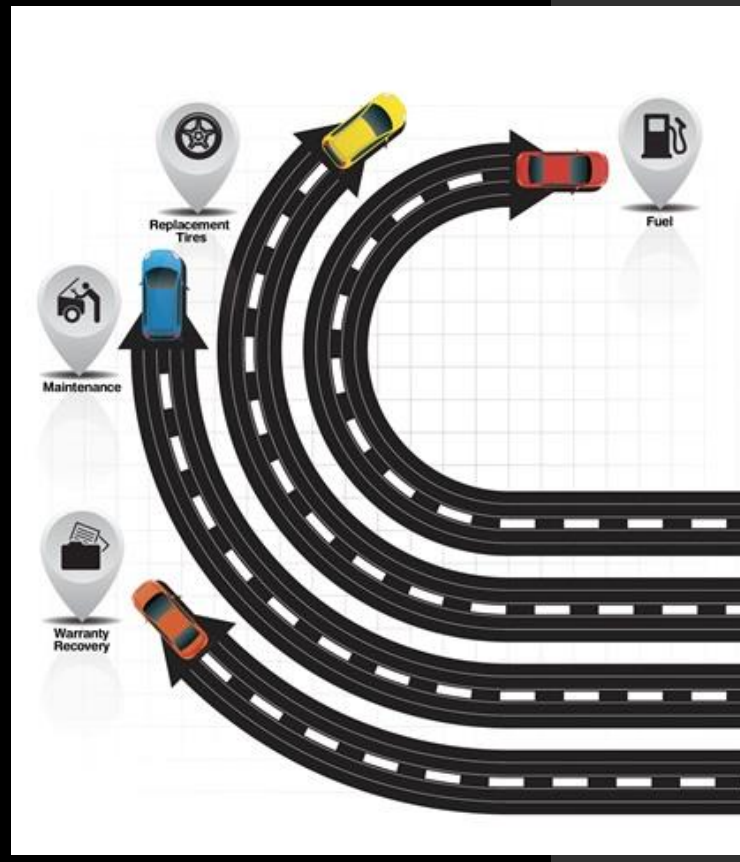
Know More. Drive Safer.

University of Iowa
Consumer Survey of Driving Safety Technologies

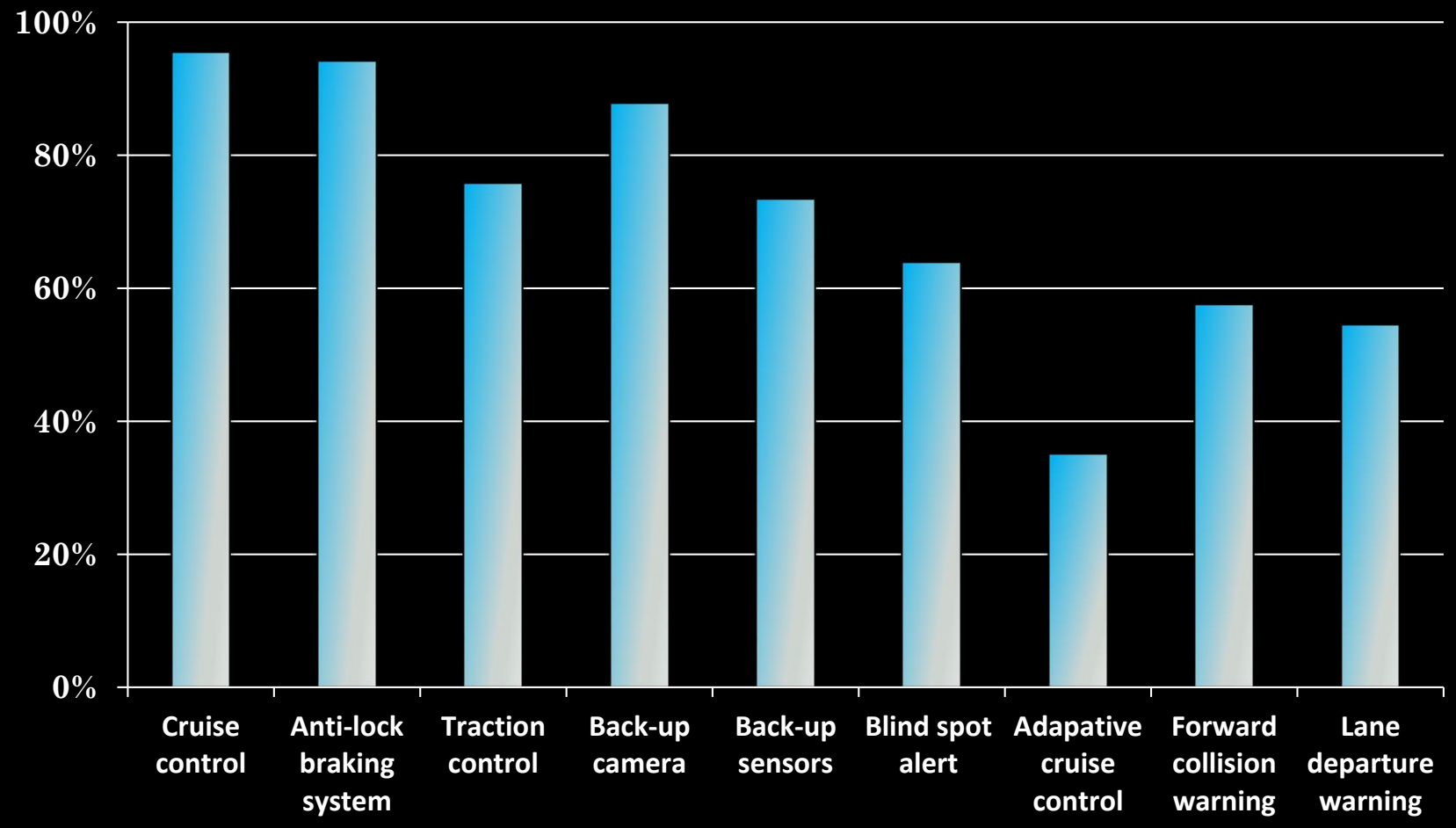
Total of 2,015 completions, nationally representative dataset

First Comprehensive National Survey

- Dedicated to driver understanding of technology and consumer driving safety
- Resulting data drives the national education campaign



What the Research Told Us: Consumer Exposure to technologies



Vehicle experiences

- **40%** reported their vehicle had acted in a way that startled them or in a manner they did not expect

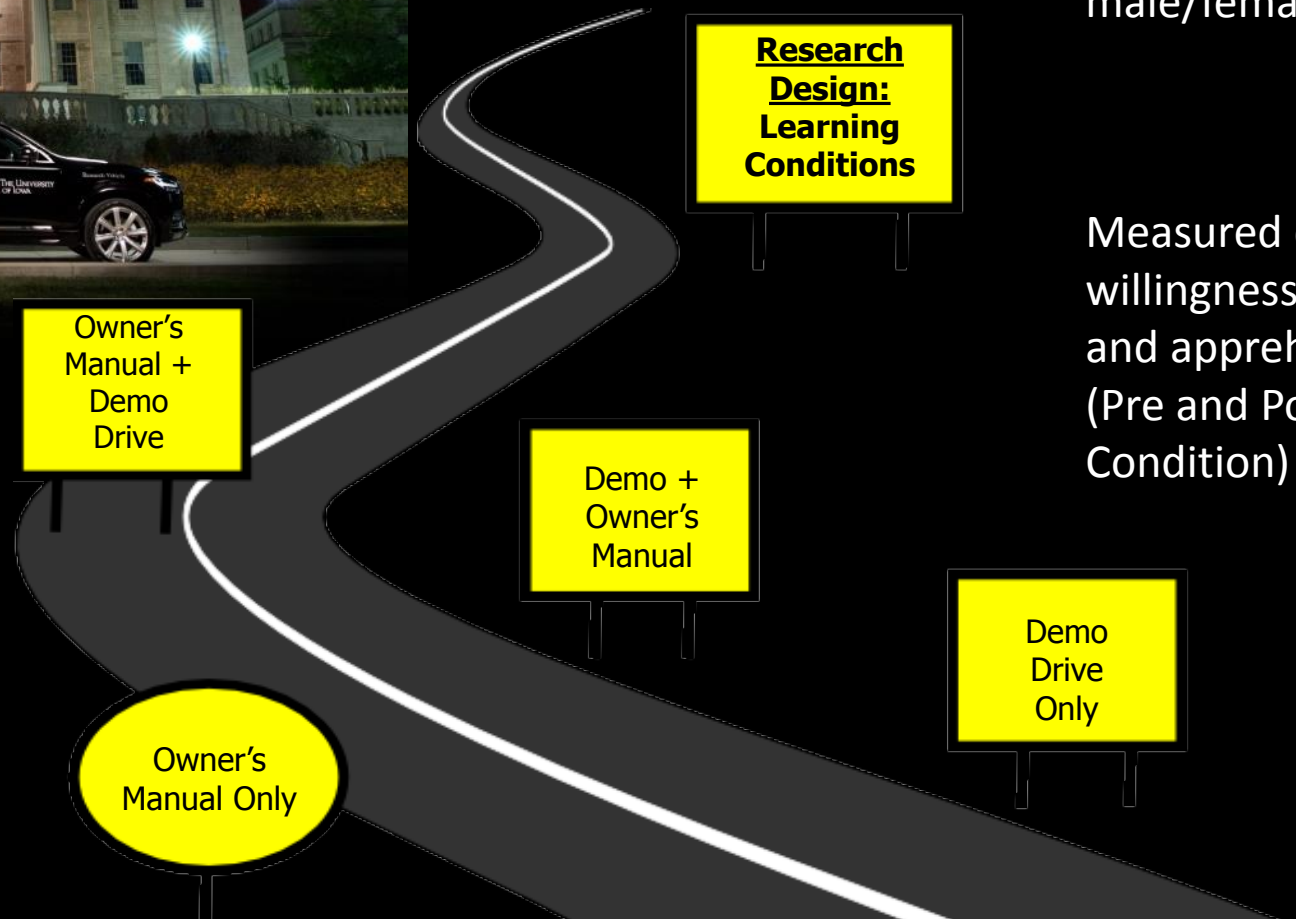
- **33%** sought information to understand <u>why</u> their vehicle behaved the way it did

National Survey Bottom Line: Consumers Uncertain

While consumers had exposure to ALL of the technologies, there was significant uncertainty about all of the them

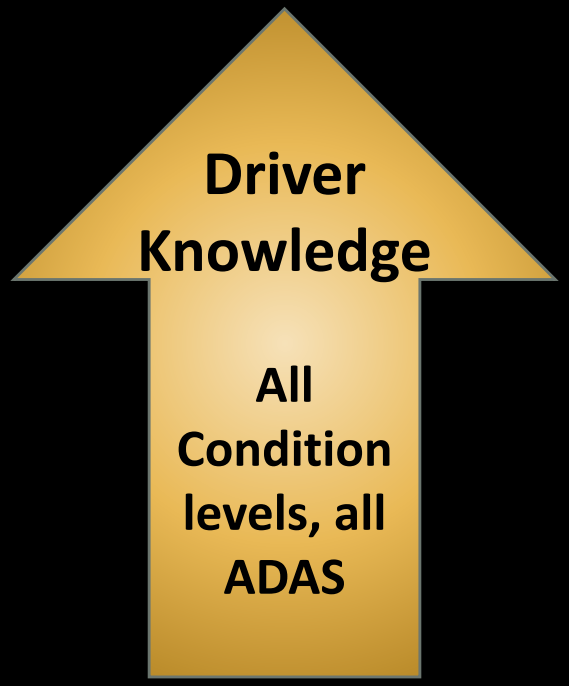
Technology Demonstration Study

120 participants, aged 30-55, male/female



Measured driver trust, willingness to use, usefulness and apprehension of 5 ADAS (Pre and Post Learning Condition)

Technology Demonstration Study: What did we find?



Technology Demonstration Study: What did we find?

Driver Knowledge

All Condition levels, all ADAS

Trust of the ADAS

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Willingness to use

- Parallel Park Assist
- Adjust speed
- Brake to complete stop
- Accelerate from complete stop

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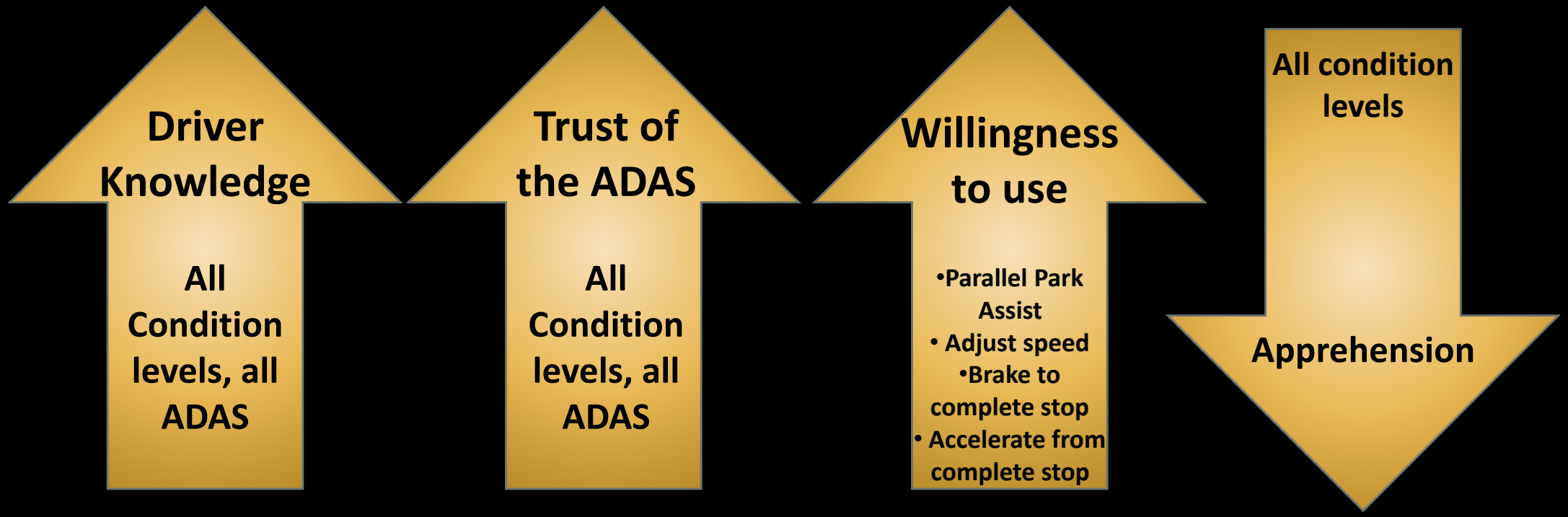

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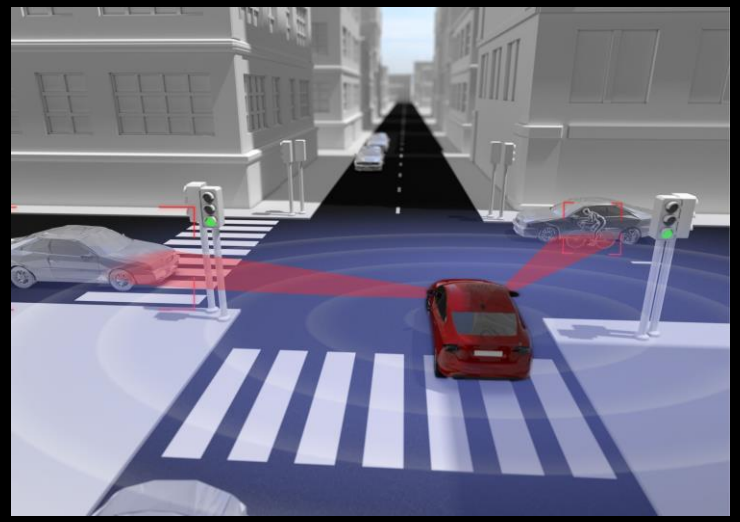
Apprehension

All condition levels

Driver Knowledge

Respondents receiving ride-along, then review of owner's manual reported higher knowledge score increase

Driver understanding gaps will continue as the technologies continue to increase in market penetration



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Consumer education vital to the success of these technologies