



REACHING ZERO CRASHES

6-5-4-3-2-1-0

*A DIALOGUE ON THE ROLE OF
ADVANCED DRIVER ASSISTANCE SYSTEMS*

OCTOBER 27 | 2016



**National
Transportation
Safety Board**



ADVANCED DRIVER ASSISTANCE TECHNOLOGIES

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ABOUT US

AUTOMAKERS



HONDA



ISUZU



McLaren



TOYOTA

SUPPLIERS



DELPHI

DENSO

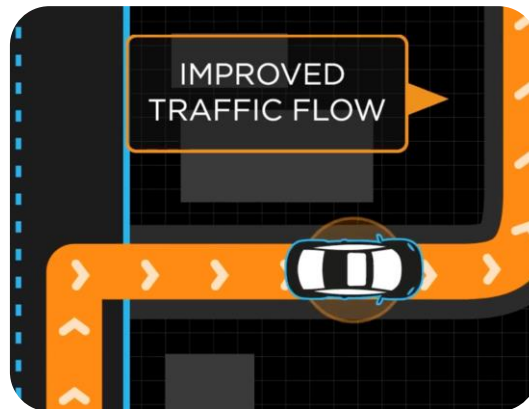


32,166	1,715,000	6,296,000
Fatal Crashes	Injury Crashes	Total Crashes

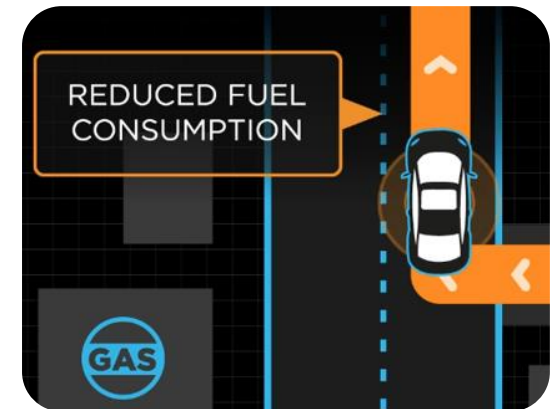
THE FUTURE



**Crash
Avoidance**

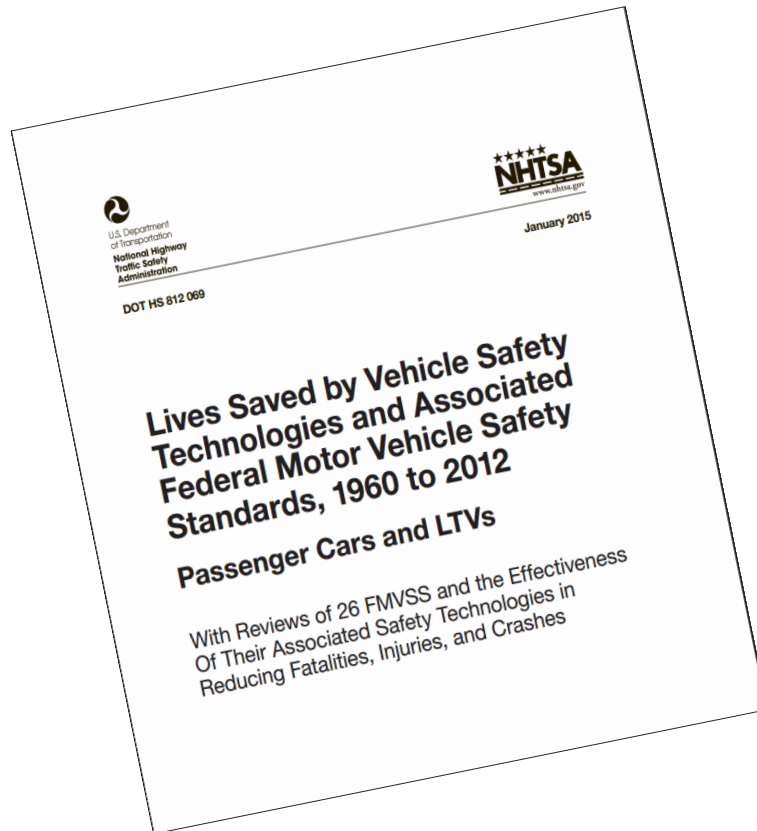


**Traffic
Mitigation**



**Less Fuel
Consumption**

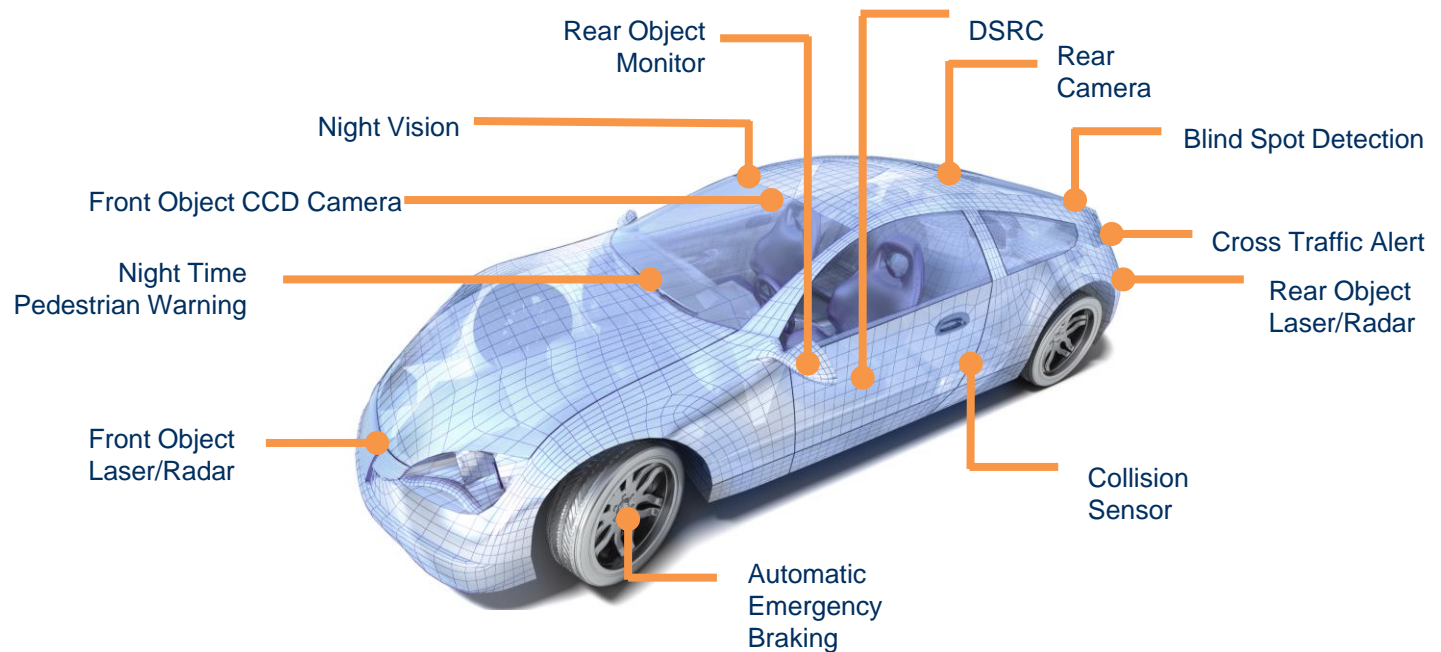
LIVES SAVED BY VEHICLE TECHNOLOGY



Report Highlights:

- Estimates that vehicle safety technologies have saved 613,501 lives.
- As of 2012 vehicle safety technology is estimated to save 27,621 lives annually.
- In 1960 only 115 lives saved annually by the technology available on vehicles during that time.

CRASH SURVIVAL TO CRASH AVOIDANCE



CONSUMER TRUST IS ESSENTIAL

Adoption of any new technology can be hindered by doubts regarding security, trust and safety.



**Consumer Privacy Protection
Principles for Vehicle Technologies and
Services (Principles)**



**Information Sharing and Analysis
Center (ISAC)**

**Development of Industry Cybersecurity
Best Practices**

STRONGER FOCUS ON DRIVER BEHAVIOR



- Impaired Driving
- Seat Belt Use
- Recognition Errors
- Decision Errors
- Performance Errors

ADVANCING ADAS Technologies



Automatic
Emergency Braking



Forward Collision
Warning Systems



Lane Departure
Warning Systems



Lane Keeping
Support



Blind Spot
Detection



Rearview Video
Systems



Park Assist &
Back Over Prevention



Pedestrian Automatic
Emergency Braking



Adaptive
Headlights



Drowsiness
Alert



Rear Cross-Traffic
Alert

PROMOTING ADAS TECHNOLOGIES



**MyCar
DoesWhat.org**
Know More. Drive Safer.



THANK YOU

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