



# REACHING ZERO CRASHES

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

OCTOBER 27 | 2016



**National  
Transportation  
Safety Board**





ADVOCATES  
FOR HIGHWAY  
& AUTO SAFETY

***Reaching Zero Crashes: A Dialogue on the Role of Current  
Advanced Driver Assistance Systems (ADAS)***

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NTSB Conference Center

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# Who is Advocates?

- Founded in 1989, Advocates is a coalition of public health, safety, and consumer organizations, insurers and insurance agents that promotes highway and auto safety through the adoption of safety laws, policies and regulations.
- Advocates is unique both in its board composition and its mission of advancing safer vehicles, safer drivers and safer roads.

# What Does Advocates Do?

*Federal Legislative Program*



*State Program*



*Federal Regulatory Program*

THE  HILL

**Administration sued over missed car safety rule deadline**

# Roadmap of State Highway Safety Laws

# MISSING

## Have you seen these highway safety laws?

*Abandoned or repealed by state legislatures:*

Seat Belts • Impaired Driving • Distracted Driving • Motorcycle Helmets  
Child Passenger Safety • Teen Graduated Driver Licensing



*Elected officials are missing in action  
while deaths are rising. Can you help?*

**REWARD: THOUSANDS OF LIVES & BILLIONS OF TAX DOLLARS SAVED**



# Earned Media



Advocates @SafeRoadsNow · Jan 28

Happening today - Advocates releases the 2016 Roadmap Report at 1pm EST. More info including full report & press kit [saferoads.org](http://saferoads.org)



San Angelo MPO liked your Tweet

May 10

May 10: Being hit by a car doesnt have to be a death sentence. Design improvements to hood & bumper can afford protection on the outside of vehicle

NorthJersey.com

Road Warrior: Coalition finds flaws in N.J. road safety laws



Highway safety advocates urge Maryland to toughen drunken driving laws



NTSB @NTSB · Jan 28

@SafeRoadsNow President Jackie Gillan announces 2016 Roadmap of State Highway Safety Laws

CBS12.com

Florida ranked among worst for road safety

GOVERNING  
THE STATES AND LOCALITIES

Why Are Traffic Deaths Rising?

Cronkite News

Report: Arizona falls in lowest category for highway safety policies



Montgomery County MD @MontgomeryCoMD · Jan 28

In memory of Officer Noah Leotta, Chief Manger urged State & national lawmakers to strengthen drunk driving laws



APHA @PublicHealth · Jan 28

Watch live, 1PM ET: @SafeRoadsNow to highlight need for better highway safety laws [goo.gl/44fUjE](http://goo.gl/44fUjE) #RoadmapReport2016



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# Highlights of Technology Advocacy

- Frontal Airbags (ISTEA, 1991)
- Tire Pressure Monitoring Systems (TREAD Act, 2000)
- Rear Outboard 3-Point Seat Belts (Anton's Law, 2002)
- Electronic Stability Control (SAFETEA-LU, 2005)
- Seat Belt Reminder Systems (SAFETEA-LU, 2005)
- Rear Video Cameras (Gulbransen Safety Act, 2008)
- Brake Transmission Interlock (Gulbransen Act, 2008)
- Seat Belts on Motorcoaches (MAP-21, 2012)
- Electronic Logging Devices (MAP-21, 2012)

# Highlights of Technology Advocacy-Cont.

- Petition for Autonomous Braking in Heavy Trucks (2015)
- Support for Autonomous Braking in Passenger Vehicles
- Support for ADAS in NCAP
- Support for Fatigue Monitoring Systems for All Vehicles
- Functional Safety Requirements
- Ignition Interlock Devices

# Adoption of Safety Technologies

- Research & Development (Suppliers)
- Field Testing (OEMs & Suppliers)
- OEM Selective Model Installation
- NCAP Adoption by NHTSA
- Standard Equipment:
  - Voluntary OEM Action
  - NHTSA Initiated Regulation
  - Congressional Mandate



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*Thank You!*

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