



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**





*Educating Consumers on
ADAS Technologies*

October 2016

Our mission

We help people confidently choose and purchase the right car for their needs.

MIT AgeLab White Paper 2016-6 (May 30, 2016)

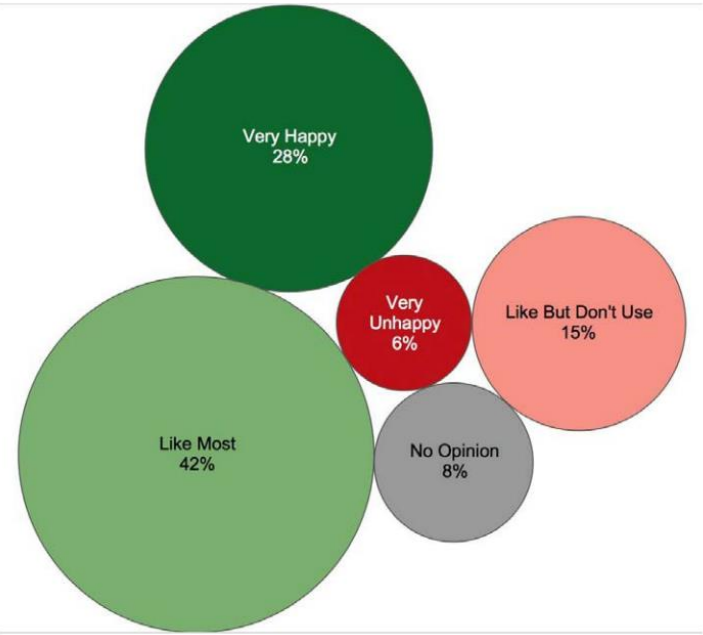


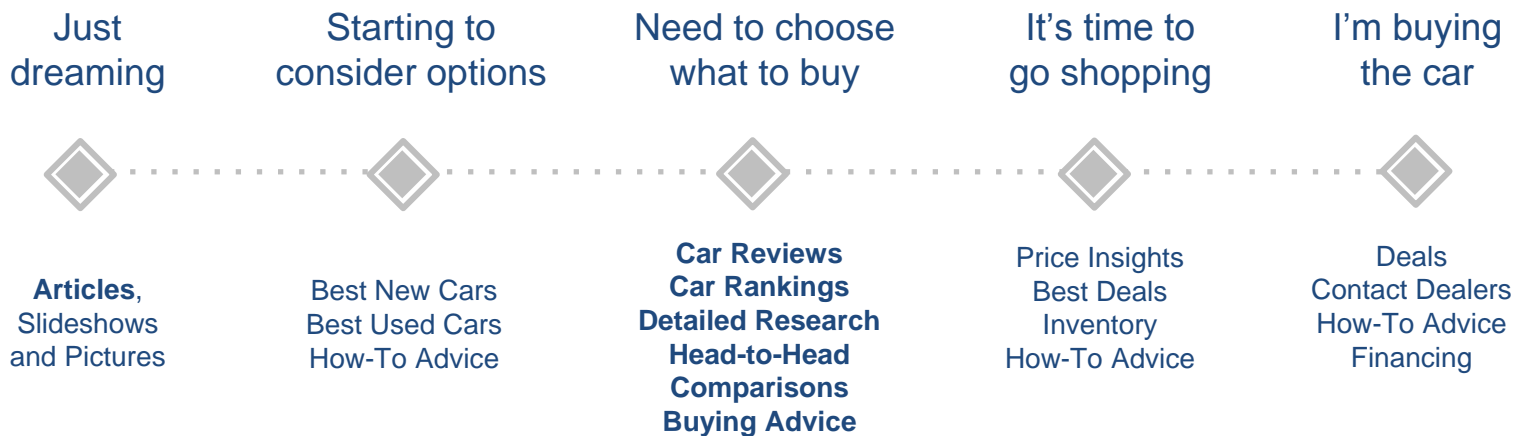
Table 4. Age differences in willingness to use automation in vehicles: automation features/types

Automation features that...	Age						
	16-24	25-34	35-44	45-54	55-64	65-74	75+
... reduce potential/severity of collision*	72.8%	78.9%	79.5%	82.4%	85.4%	90.3%	89.0%
... help with speed control*	56.4%	69.2%	66.5%	60.1%	64.8%	62.8%	61.8%
... help with steering*	48.0%	58.3%	56.8%	57.0%	61.0%	62.9%	60.1%
... periodically take control of driving*	55.0%	61.0%	55.9%	44.8%	47.3%	38.1%	38.6%

*: Age differences significant at $\alpha=0.05$

[“Autonomous Vehicles, Trust, and Driving Alternatives: A survey of consumer preferences.”](#) Hillary Abraham, Chaiwoo Lee, Samantha Brady, Craig Fitzgerald, Bruce Mehler, Bryan Reimer, & Joseph F. Coughlin

Buying a car is a journey. We help along the way.



1. U.S. NEWS
BEST CARS

2. NEW AND
USED CARS

3. AWARDS

4. ADVICE

5. WHAT WE
SEE

Who We Are Informs What We Do

» **We're consumer advocates.**

Not gear heads.

» **We're unbiased.**

Our rankings are continually updated and based on the consensus opinion of experts + safety, reliability scores.

» **We focus on quality.**

We use the best practices of journalism to help consumers make smart choices

» **We're trusted.**

Over three-quarters of users say U.S. News recommendations influence their decision on which car to buy.

83

YEAR-OLD BRAND
TRUSTED FOR MAJOR
LIFE DECISIONS

2,000+

CAR REVIEWS
PUBLISHED IN PAST 9
YEARS

76%

OF USERS INFLUENCED
BY OUR CAR
RECOMMENDATIONS

1. U.S. NEWS
BEST CARS

2. NEW AND
USED CARS

3. AWARDS

4. ADVICE

5. WHAT WE
SEE

New car rankings and reviews

1. U.S. NEWS
BEST CARS

2. NEW AND
USED CARS

3. AWARDS

4. ADVICE

5. WHAT WE
SEE

The screenshot displays the U.S. News Best Cars website interface. At the top, there are tabs for 'New Cars' and 'Used Cars'. Below this, the 'Best SUV Rankings' section is visible, with a sub-header 'Best Midsize SUVs'. A list of top midsize SUVs is shown, including the 2016 Nissan Murano, 2016 Toyota Highlander, and 2016 Honda Pilot. The 2016 Honda Pilot is highlighted as the #3 pick. Below the list, there is a detailed view of the 2016 Honda Pilot, featuring a large image of the vehicle, its MSRP (\$30,345 - \$46,770), and a 'Find Best Price' button. The '2016 Honda Pilot Overview' section provides a summary of the vehicle's performance, including its ranking (3 out of 18), and a 'Pros & Cons' section. The 'Pros & Cons' section lists 'Quiet, upscale cabin' and 'Spacious third row' as pros, and 'Frustrating audio controls' as a con. The 'Notable for 2016' section mentions 'Fully redesigned'.

How Our Car Rankings Work

We rank cars by class based on performance, interior, safety, reliability and overall critic ratings.





Meta - reviews

Our analysis targets clear, actionable takeaways to aid decision making.

- » Is this the right car for me?
- » What do I need to know before buying this car?
- » **How does this car stack up vs. other cars?**
- » **What other cars should I consider?**
- » **Which trims and options are worth looking at?**

- 1. U.S. NEWS BEST CARS
- 2. NEW AND USED CARS
- 3. AWARDS
- 4. ADVICE
- 5. WHAT WE SEE

Ranking List | Sort by Scores

Rank	Car	Overall	Performance	Interior	Safety	Reliability	MSRP	MPG
#6	<div>2017 Hyundai Santa Fe</div>  <div>Read Full Review</div>	8.4	8.1	8.1	10.0	N/A	\$25,350 City: 18 \$41,150 Hwy: 25	
#1	<div>2016 Nissan Murano</div>  <div>Read Full Review</div>	8.8	7.8	8.9	9.7	On the highway, features like adaptive cruise control and forward collision warning can help you maintain a safe distance between the Sorento and the car in front of you, preventing frontal crashes, or at least making them less severe. Three-row SUVs like the Sorento often have big blind spots, so the Sorento has available blind spot monitoring, which is a big help when you're trying to change lanes in traffic. The Sorento also has available lane departure warning, which will alert you if you start to drift out of your lane. These features can help prevent high-speed crashes, but they're optional on the Sorento's top trim, and adding them can easily push the Sorento's price tag past \$45,000.		
#5	<div>2017 Kia Sorento</div>  <div>Read Full Review</div>	8.6	7.8	8.4	9.7	N/A	\$25,400 City: 21 \$45,700 Hwy: 28	
#4	<div>2016 Buick Encore</div>  <div>Read Full Review</div>	8.5	7.7	8.3	9.7			

The QX60 also has automatic braking when it's in reverse. If you're backing out of a parking space and the QX60 detects an approaching car or pedestrian, it will automatically apply the brakes to avoid a collision. While automatic braking is common for avoiding forward collisions, the QX60 is one of the few SUVs available with automatic braking when backing up. With the Around View system and automatic braking, you pretty much have to be trying to have a fender bender in the QX60.

[Read more about safety »](#)

Annual Awards



Best Cars for the Money

- » These awards help consumers find great cars that are also great long term values.
- » Winners have the best combination of overall scores within the U.S. News rankings, price and 5-year TCO in their respective classes.

[2016 Best Cars for the Money Winners](#)



Best Cars for Families

- » Our aim is to help shoppers find great cars that work for the whole family.
- » Winning cars have the best ranking scores combined with seating and cargo volume, as well as the availability of family-friendly features.

[2016 Best Cars for Family Winners](#)



Best Vehicle Brands

- » For shoppers beginning their journey, we highlight the best brands for Cars, SUVs, Trucks and Luxury.
- » Winning brands have the best average overall scores.

[2016 Best Vehicle Brand Winners](#)

1. U.S. NEWS
BEST CARS

2. NEW AND
USED CARS

3. AWARDS

4. ADVICE

5. WHAT WE
SEE

- 1. U.S. NEWS
BEST CARS
- 2. NEW AND
USED CARS
- 3. AWARDS
- 4. ADVICE
- 5. WHAT WE
SEE

U.S. News Advice Content

Our focus is on relevance, expert information, analysis and advice to explain the current automotive market, including technology and regulations, so everyday consumers can understand.

What Is An Automatic Braking System?

By STEVEN LOVEDAY | 04:51PM Oct 17, 2016

These Cars Could Save Your Life: The Best Cars with Automatic Emergency Braking Systems



High Tech Safety Features That Really Save Lives

By Steven Loveday | September 20, 2016



Photo: Volvo Cars of North America

Which Safety Features Are Actually Worth Your Money?

1 of 12

and feature in

As technology improves, advanced safety features are becoming available on more and more vehicles. Most started as options on luxury vehicles and are gradually becoming standard across many lineups. Additional technologies are still in the "beta" stage of testing and development. With so many new safety features available, how do we know which ones really save lives?



1 of 13

automatically activates
an necessary.
ing the vehicle to

The View from U.S. News

Automotive Media:

- Think of the buyers
- Explain the larger landscape
- Test in the real world
- Enforce accountability
- Be realists

OEMs:

- Keep promises
- Strive for transparency
- Allow for human error
- Encourage testing for media and consumers

Consumers:

- Trust but verify
- Demand education
- Understand limits

1. U.S. NEWS
BEST CARS

2. NEW AND
USED CARS

3. AWARDS

4. ADVICE

5. WHAT WE
SEE