



REACHING ZERO CRASHES

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

OCTOBER 27 | 2016



**National
Transportation
Safety Board**





NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

Driver Training: Advanced Driver Assistance Systems **at the Dealership**

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Sr. Director Media Relations

NADA

Driver Perceptions

40%

drivers who experienced a situation in which their vehicle “acted or behaved in some way they were not expecting”

30 days

“The make-it-or-break-it stage” for consumer acceptance of vehicle technology they aren’t already familiar with.

Dealers Role in Training and Education

- Natural: Front lines during point of sale
- First call from the driveway
- Home base for service
- Best consumer advocates during ownership

Training, Education and Promotional Efforts Through NADA

ABOUT

WHAT?

MyCarDoesWhat.org is a national campaign to help educate drivers on new vehicle safety technologies designed to help prevent crashes. These technologies range from increasing the stability and control of cars to providing warnings about crash threats to automatically intervening to avoid or reduce the severity of a crash.

WHY?

The goal of this campaign is to explain to drivers how best to use these safety technologies, leading to safer driving.

WHO?

The National Safety Council

Founded in 1913 and chartered by Congress, the National Safety Council, nsc.org, is a nonprofit organization whose mission is to save lives by preventing injuries and deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy. NSC advances this mission by partnering with businesses, government agencies, elected officials and the public in areas where we can make the most impact – distracted driving, teen driving, workplace safety, prescription drug overdoses and Safe Communities.



The National Safety Council and the University of Iowa are national leaders in transportation safety education and research, respectively.

In the past few years, we've recognized that the world of driving safety has started to change rapidly around us. New car safety technologies are being added to cars faster than any earlier generation. Even features that have been around for years are getting smarter and changing into new features entirely. Some can now even take over our cars to help us avoid crashes!

But how do safety features work? When should they be used? Do I have them in my car? And, how can I find answers to these questions?

MyCarDoesWhat.org is a great place to start.

The National Driver Safety Education Campaign

MyCarDoesWhat.org is funded by the Toyota Safety Research and Education Program Settlement. All research and safety campaign information is developed independently by the University of Iowa and the National Safety Council. All content, views and conclusions are



FOR IMMEDIATE RELEASE

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NADA Partners with MyCarDoesWhat to Educate Drivers about New Safety Features in Vehicles

Partnership Aims to Close Consumer Education Gap

VEGAS – April 1, 2016 – The [National Automobile Dealers Association](#) (NADA) today announced a partnership with the [MyCarDoesWhat](#) campaign – a research-driven campaign created by the [National Safety Council](#) and [University of Iowa](#) to help raise awareness of new safety features in vehicles that can prevent crashes and reduce deaths and injuries.

Research conducted by the University of Iowa shows that most consumers are unsure about how potentially life-saving vehicle safety features work. Research reveals that if consumers are not alerted to one of these new safety features within the first 90 days of vehicle ownership, they are unlikely to fully and properly utilize these features.

“As our cars are getting safer, we might not be taking advantage of the new safety features on our cars as much as we can be,” said Peter Welch, president of NADA. “A blind spot monitoring system can’t help you if you don’t have it turned on, and automatic emergency braking isn’t going to keep you safe if you don’t have it turned on, and it’s a substitute for being an active, alert driver. As the main touch point for consumers during new car purchases, dealers have a very natural role to play here. And by working together, we can close the consumer education gap, and achieve our shared goal of getting drivers to feel comfortable and confident with all their vehicles have to offer on the safety front.”

The MyCarDoesWhat campaign was created to educate consumers about how to best interact with new safety features to promote safer driving experiences. The initiative uses multi-media educational materials, public service announcements, consumer-friendly videos and graphics, as well as brochures, fact sheets, a new game app and social media platform to educate drivers.

“If vehicle crashes were a disease, vehicle safety technologies could be the cure,” said Deborah Welch, president and CEO of the National Safety Council. “Through this partnership, it is our hope that these materials available to new car owners will pique their curiosity, and they will take the time to learn about the new technology they’re driving home.”

For more information visit [MyCarDoesWhat.org](#) and follow [MyCarDoesWhat](#) on [Twitter](#) and [Facebook](#).

About NADA



Debbie Hersman
@DebbieHersman

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Hit the jackpot in Vegas announcing a partnership btwn @NADAUpdate & @MyCarDoesWhat 👉 Peter Welch #NADA2016



RETWEETS

3

LIKES

7



11:10 AM - 1 Apr 2016



3



7



What's on your website?

Twitter Profile: My Car Does What (@MyCarDoesWhat) has 498 tweets, 131 following, 1,562 followers, and 166 likes. A recent tweet from MyCarDoesWhat states: "ESC helps you stay on track, preventing loss of control in curves and emergency steering maneuvers and emergency".

Facebook Page: My Car Does What (@MyCarDoesWhat) is a Non-Profit Organization with 36,009 likes. A recent post from MyCarDoesWhat says: "Electronic stability control helps you stay on track, preventing loss of control in curves and emergency steering maneuvers. Learn more about how it works: http://vri.lri/3qZzt".

Website Homepage: The website features a navigation menu with categories: ADVOCACY, CONVENTION/EVENTS, EDUCATION, RESEARCH, FOUNDATION, NADA GUIDES, RETIREMENT, and NEWS/MEDIA. The main banner reads "Save the Date: AutoConference LA November 15th" with a "Learn More" button. A sidebar lists "TOPICS OF INTEREST TO YOU" including "Your Content", "NADA Issues New Compliance Guide on Federal Advertising Rules", "CFPB and Dealer-Assisted Financing", and "NADA Fair Credit Guidance". The "Industry News" section includes "HOUSE AGAIN REBUKES CFPB OVER ITS FLAWED AUTO FINANCE GUIDANCE" and "NADA WINS TOP VIDEO AWARD". The "Top Stories" section features "Dealer Attitude Survey: Lexus, Toyota and Subaru Achieve Top Overall Scores" and "Peter Fong to Lead NADA Dealership Operations". A footer banner says "BRING YOUR GAME" with an Autotrader logo and a "LEARN MORE" button.

Showing in the Showroom



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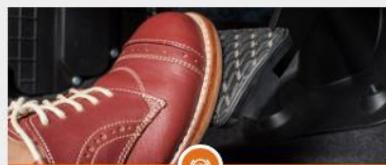
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Learn about the safety technology in your vehicle.

MyCarDoesWhat.org
Know More. Drive Safer.

Don't Drive Distracted or Impaired
Get Child Passenger Safety Seats Properly Installed and Checked

*Please remove before driving.

Training the Trainers

Back-Up Camera Back-Up Warning Rear Cross Traffic Alert

+ SHARE THIS VIDEO COMMENT ON THIS VIDEO > SEE THIS SAFETY FEATURE'S DETAILS PAGE

MEET RICK & SCOUT

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Challenges to Overcome

- Varying terminology and performance

Tips for Common Safety Technologies and Features

Back-up Cameras help you see objects directly behind you while backing up and can help you judge how far away from objects you are—or even predict where your car may be.

- Always be sure that you've physically checked behind the car before backing into a driveway or parking spot. There are some objects that the back-up camera can't detect, especially if they are close to the ground or under the car.
- Remember to always look over your shoulder and in your mirrors as you back up.

Blind Spot Monitors warn you of cars driving in your blind spots. They may provide an additional warning if you use your turn signal when there is a car next to you in your blind spot.

- Make sure that your blind spot monitor's sensors are not blocked by mud, snow or other material.
- Read your owner's manual for more information on what the blind spot monitor's warnings mean.
- Blind spot monitors are optimized for highway driving and highway speeds. They may not work as well with slow-moving or extremely fast vehicles.
- Some blind spot monitors are not optimized to detect motorcycles, bicycles or pedestrians. This is why you should always look over your shoulders and into your blind spots before making a lane change.

Forward Collision Warning can alert you of an impending collision with a stationary car in front of you.

- Your forward collision warning system's sensors can be blocked by dirt, snow or a build-up off your feature's sensors before you begin driving.
- If you aren't sure where your forward collision warning's sensors are located, always check your owner's manual or with your dealership.
- Some forward collision warning features are vulnerable to glare from the sun, so don't rely on this feature exclusively. Always pay attention to the road. Rear-end crashes are the most common crash type in the United States.

Anti-lock Braking Systems (ABS) help you steer in emergencies by preventing your wheels from locking up.

- If your car doesn't have ABS or the ABS is not working, make sure you're driving slowly when your car begins to skid.
- ABS works most effectively when the tires are properly inflated.

Rear Cross Traffic Alert warns you if a car is about to enter your blind spot.

- Rear cross traffic alert relies on ultra-sonic sensors that can't detect cars in your blind spot. Keep in mind that they do not typically work in angled parking spots if your car is parked straight in.
- Always be sure that you've physically checked behind the car before backing into a driveway or parking spot.
- Read your owner's manual for more information about sensor range. Not all rear cross traffic alert may not have been designed to function.

Adaptive Cruise Control (ACC) is an advanced version of cruise control that maintains your set speed, but your following distance as well. Depending on the car, it can provide some level of braking relative to the car ahead.

- Be aware that ACC will turn itself off in certain weather conditions. Some examples of these include heavy fog or rain; having dirt, snow or ice covering the sensors; or when the roadways are slippery.
- ACC allows you to spend less energy maintaining your following distance with the cars in front of you. You should use this opportunity to pay more attention to the traffic mix, including cars ahead of you and in adjacent lanes.
- Check your owner's manual to see if your ACC is capable of slowing your car – some can do it all the way to a stop, or if you need to stop on your own.

Automatic Emergency Braking System applies the brakes to their maximum to avoid a stopped car ahead or a car turning in front of you.

- Automatic emergency braking systems rely on sensors to be clear of dirt, ice or snow. So, be sure to clear any build-up off your feature's sensors or windshield before you drive.
- Not sure where your automatic emergency braking's sensors are located? You can always check your owner's manual or with your dealership.
- Some automatic emergency braking features are vulnerable to glare from sunrise and sunset, so don't rely on this feature exclusively during those times – or any other time of the day.

Lane Departure Warning systems alert you if you're drifting out of your lane using visual, vibration or sound warnings.

- This feature relies on lane markings to operate. This feature is not designed to work on unpaved roads or roads without lane markings.
- If the roadway is covered with snow, leaves, fog or debris, the system turns itself off.
- Using your turn signal will override the lane departure warning.

Tire Pressure Monitoring Systems (TPMS) may warn you if your tires are under- or over-inflated, helping you prevent a tire blowout.

- When you see your TPMS dashboard light come on, you don't need to pull over immediately. You can wait for a safe break in traffic before you pull over to inspect your tires.
- You should still check the pressure of each tire manually if you're planning on taking a long trip or after returning from a long trip. Long use – especially in very cold and very warm climates – can change your tires' pressures enough to affect their functionality.
- Make it a habit to check your tires' pressures at the beginning of every new season.

You can visit MyCarDoesWhat.org to learn about more safety features and technologies.

Challenges to Overcome

- Varying terminology and performance
- Keeping up with new tech
- Time cuts both ways