



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**





AARP DRIVER SAFETY AND THE HARTFORD: VEHICLE TECHNOLOGY EDUCATION FOR THE MATURE DRIVER



October 2016

About Us



Kyle Rakow

Vice President and National Director

AARP Driver Safety

Kyle Rakow is Vice President and National Director of AARP Driver Safety (ADS), which administers the nation's longest standing and largest refresher driving course. ADS has helped 16,000,000 participants remain safe, confident, and independent on the road since 1979 through leading educational programs. AARP is a nonprofit, nonpartisan, social welfare organization with a membership of nearly 38 million that helps people 50 and older turn their goals and dreams into real possibilities. Kyle's passion for safe driving and the ADS mission extends well into his personal life. In 2009, he founded and continues to serve as President of the Jason Beach Foundation in memory of his best friend who passed away in a fatal car accident. The Foundation raises funds to help children and families in need.



Jodi Olshevski, M.S.

Executive Director and Gerontologist

The Hartford Center for Mature Market Excellence

Jodi Olshevski is executive director of The Hartford Center for Mature Market Excellence, leading a team of corporate gerontologists who conduct primary research and deliver expert services across The Hartford. The team has won numerous awards, and is nationally-recognized as the pre-eminent corporate gerontology organization in the United States. An expert on a wide array of topics such as business and aging, caregiving, eldercare, housing, older driver issues, and vehicle technology adoption among mature drivers, Olshevski has been interviewed widely by national and regional television and radio shows, including the CBS Early Show and NBC Nightly News, and by national publications such as the NY Times, the Chicago Tribune, USA Today, the Los Angeles Times, and the AARP Bulletin, to name a few.

OLDER DRIVERS



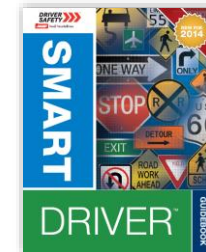
In 2020 over 40 million licensed drivers over age 65

Fragility begins to increase around age 60

DRIVER SAFETY SM

AARP Real Possibilities

AARP SMART DRIVER COURSE™



DRIVING RESOURCE CENTER



Free online resource with interactive driving tools, articles, videos and more.

CARFiT

Helping Mature Drivers Find Their Safest Fit



Free educational program to help drivers adjust their personal vehicles “fit” for maximum safety and comfort

WE NEED TO TALK



Produced by AARP based on information created jointly by The Hartford and MIT AgeLab.

Free online and in-person seminar to help families talk about driving retirement.

AARP Smart Driver™ Course



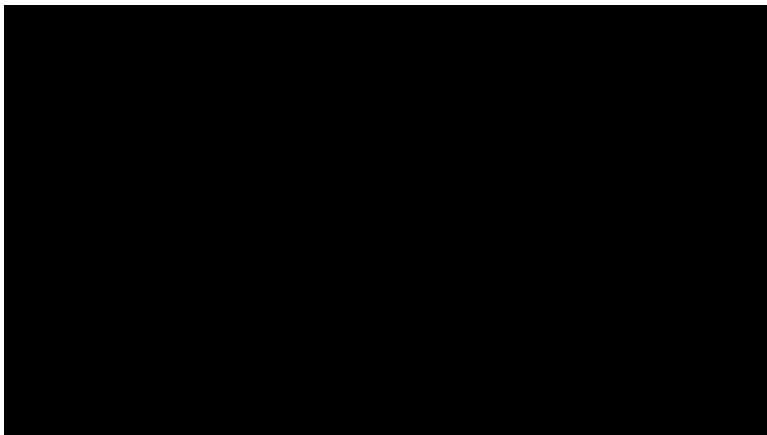
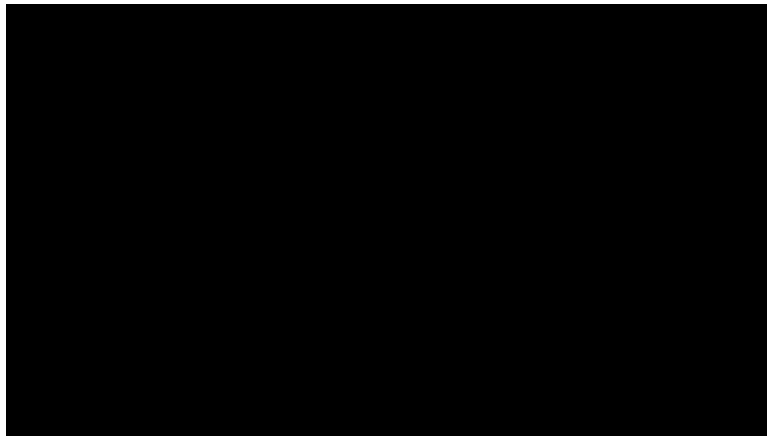
Road Design

Driving Strategies

Drivers

Vehicles

Top Technologies Videos



A screenshot of the Driver Safety Driving Resource Center website. The page has a red header with the "DRIVER SAFETY" logo and "AARP Real Possibilities" tagline. Below the header is a navigation bar with links: "DRC HOME", "MY DRIVING PLAN", "DRIVER", "VEHICLE", and "ROADS". A red button labeled "MORE FROM AARP" is on the right. The main content area features a large video player with the title "TOP TECHNOLOGIES FOR MATURE DRIVERS" in white text. Below the title, a paragraph reads: "Watch demonstrations of ten new vehicle technologies that make driving safer, easier, and more enjoyable for mature drivers, such as drowsy driver alerts, assistive parking systems, and blind spot warnings." A red "GET STARTED" button is positioned below the text. The video player shows a collage of images related to driving technologies. At the bottom of the page, there are logos for "DRIVER SAFETY", "THE HARTFORD", and "MIT AGE LAB". A small text at the bottom right states: "Produced by AARP based on information created jointly by The Hartford and the MIT AgeLab."

**THE HARTFORD
Center for
Mature Market
EXCELLENCE®**

Since 1984

**Staffed with
Gerontologists**

**Original
Research with
MIT AgeLab**

**Ten Studies
on Aging &
Driving**

**Consumer
Information:
Safety
Mobility
Independence**

**Guidebooks
Online
Content
Social Media**

Our Research on Vehicle Technologies



Four research studies:

Year	Study
2012	Top Technologies for Mature Drivers: Experts Ranking
2013	Top Technologies for Mature Drivers: Consumer Insights
2015	Vehicle Technology Adoption Among Mature Drivers
2016	Vehicle Technology Preferences Among Mature Drivers

TOP TEN

Technologies That Benefit Mature Drivers



SMART
HEADLIGHTS

1



EMERGENCY
RESPONSE
SYSTEMS

2



REVERSE
MONITORING
SYSTEMS

3



BLIND SPOT
WARNING
SYSTEMS

4



LANE
DEPARTURE
WARNING

5



VEHICLE
STABILITY
CONTROL

6



ASSISTIVE
PARKING
SYSTEMS

7



VOICE
ACTIVATED
SYSTEMS

8



CRASH
MITIGATION
SYSTEMS

9



DROWSY
DRIVER ALERTS

10

Top Tech: Blind Spot Warning

Mature drivers rated Blind Spot Warning technology as their top technology pick for safety from a list of 10 new vehicle features. **40%** say this technology would make them feel safe when they drive, and they would like to have it on their next vehicle.



Top Technologies for Mature Drivers

Consumer Insights 2013



30%

of mature drivers say technologies are worth paying more for



33%

say having safety features is the most important factor when deciding to buy a vehicle



51% of mature drivers say they would feel safer if their vehicle had all of the most up-to-date technologies.

Learning to Use Top Technologies

Of the drivers who already have one or more technologies, most used their Owner's Manual to learn how to use them.



Purchasing Vehicle Technologies

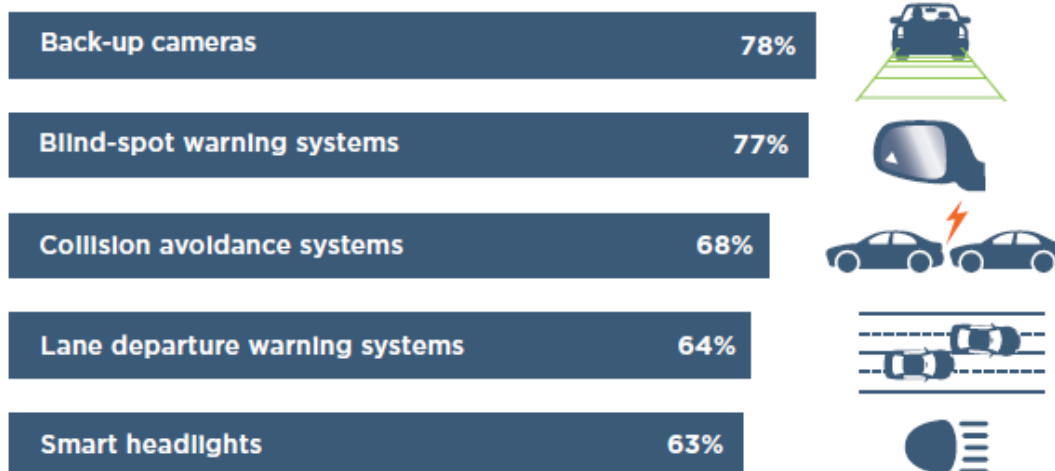
96% are willing to buy a car with at least one of the technologies.

10% are willing to buy *all seven*.



Safety First

Mature drivers believe the primary benefit of these vehicle technologies is to improve safety for the driver:



Yet some worried that other technologies might make drivers too reliant on the technologies themselves:



Parking
assistance

42%



Adaptive cruise
control

25%

Most Mature Drivers Not Ready for Driverless Cars



70% of participants said they would test-drive a self-driving car.

If a self-driving car and a “regular” car were the same price**:

31%

would purchase
the self-driving
car



39%

would purchase
the “regular” car

?
31%
don't know

Vehicle Technology Preferences

Looking Forward: Preferences Among Mature Drivers 2016



Driving Longevity

75% of drivers age 50+ think having safety technologies in the car will help extend their safe driving years.

38%

Will feel more comfortable and confident while driving

29%

Will feel safer while driving

28%

Think technology will compensate for difficulties they have while driving

Vehicle Technology Preferences

Looking Forward: Preferences Among Mature Drivers 2016



Top Five Reasons for Driverless Cars

Drivers age 50+ would consider purchasing a self-driving car if:

It was proven as safe as driving themselves

56%



Their health prevented them from driving

48%



It helped them stay connected to friends and family if they could no longer drive

27%



It was cheaper than a regular car

26%



It was recommended by someone they trust

17%



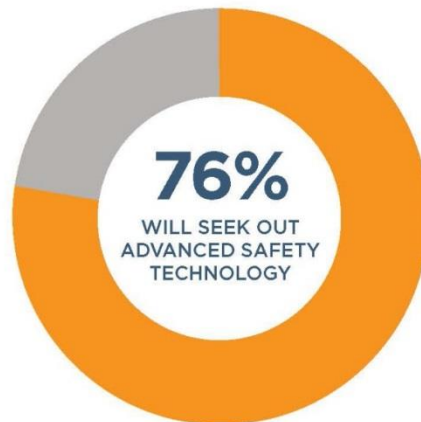
Vehicle Technology Preferences

Looking Forward: Preferences Among Mature Drivers 2016



Seeking Out Technologies

Among drivers age 50+ who plan to buy a new car in the next two years:



They would like these features:

87%



BLIND SPOT
WARNINGS

85%



CRASH
MITIGATION
SYSTEMS

79%



LANE
DEPARTURE
WARNINGS

78%



SMART
HEADLIGHTS

A New Endeavour



3-year grant from The Hartford for \$1 million

Build a vehicle technology educational program

Focus Groups

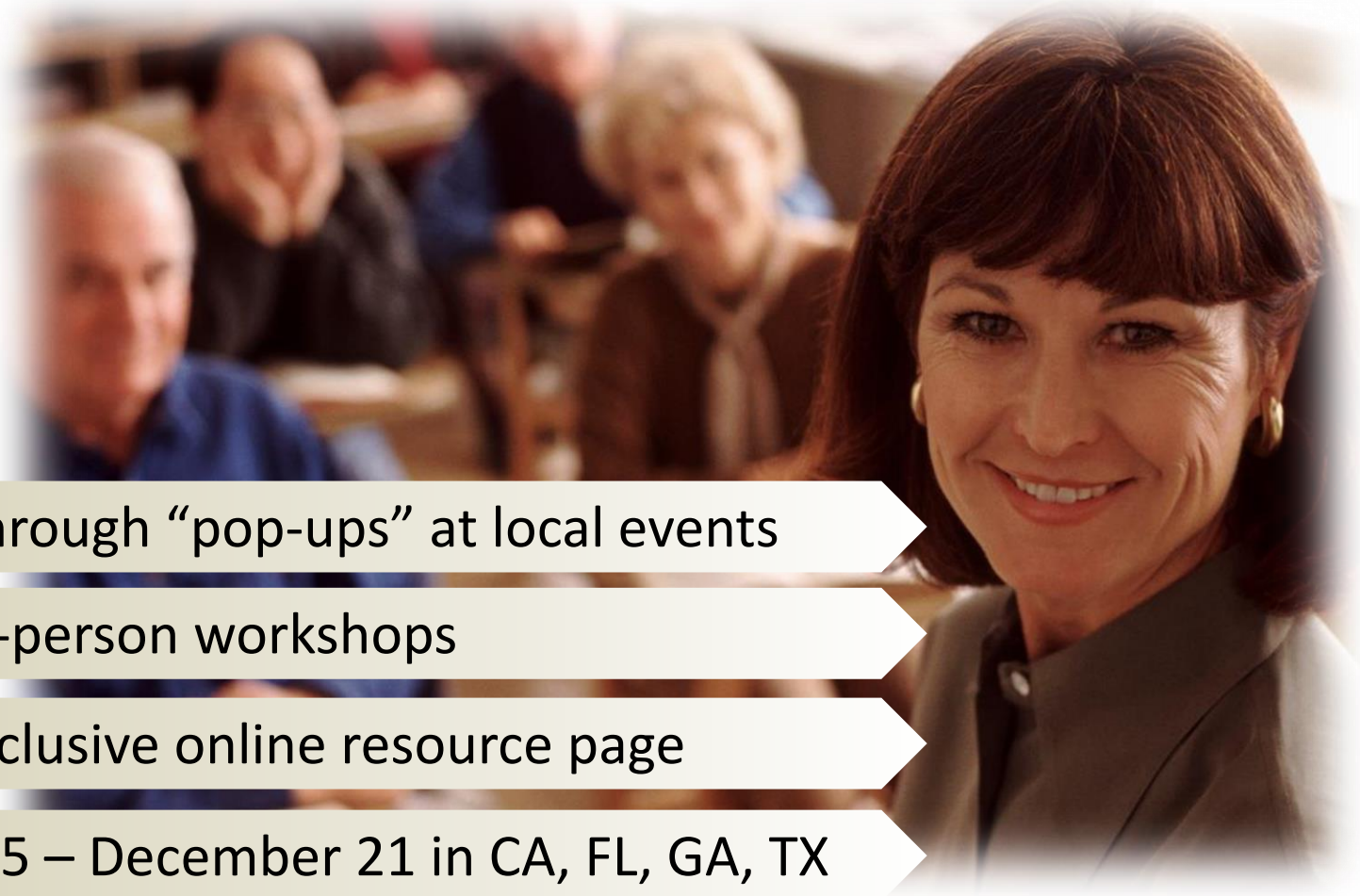


Driving perceptions now vs. then

Driver training format preferences

Use of technology to assess driving skills

Smart DriverTEK (SM)



Spark interest through “pop-ups” at local events


60-90 minute in-person workshops

Checklist and exclusive online resource page

Pilot November 5 – December 21 in CA, FL, GA, TX

Smart DriverTEK (SM)



- 
- A photograph of a smiling man with short dark hair and a mustache, wearing a blue and green patterned shirt, driving a car. The background is a blurred green landscape.
- Second phase of pilot to expanded markets in 2017
 - Develop online workshop and digital checklist
 - Refine workshop curriculum and materials
 - Develop Smart DriverTEK station 1:1

