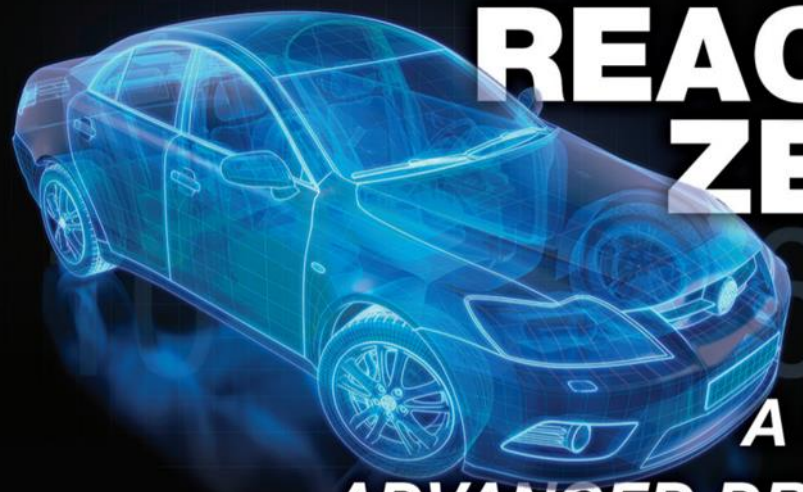

REACHING ZERO CRASHES

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A DIALOGUE ON THE ROLE OF ADVANCED DRIVER ASSISTANCE SYSTEMS

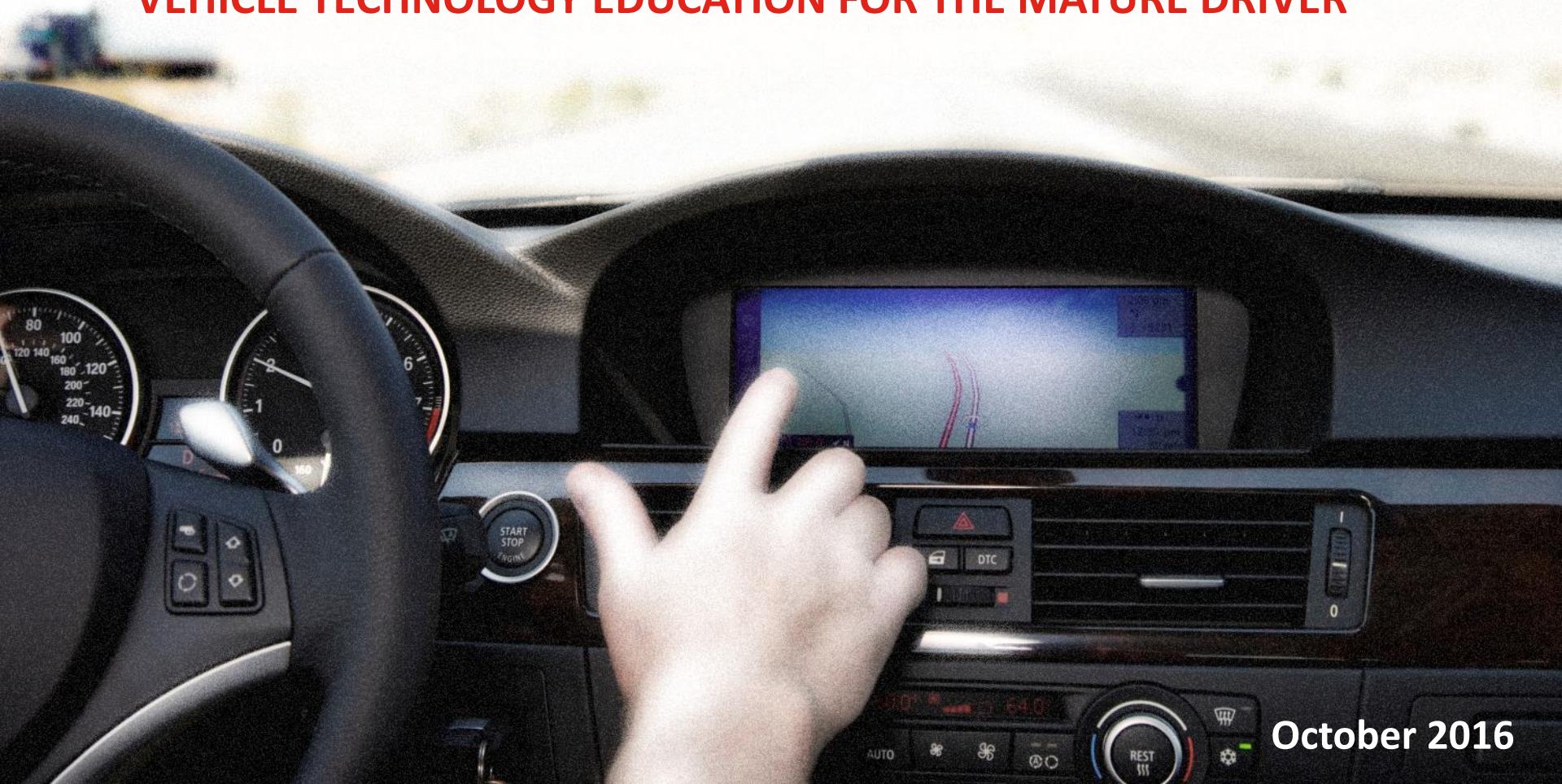
OCTOBER 27 | 2016

National Transportation Safety Board

National Safety Council

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

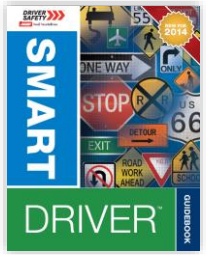
Fragility begins to increase around age 60

AARP Driver Safety

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

AOTA · AAA · AARP Driver Safety

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

Top Technologies Videos

[redacted]

[redacted]

The Hartford Center for Mature Market Excellence

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

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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

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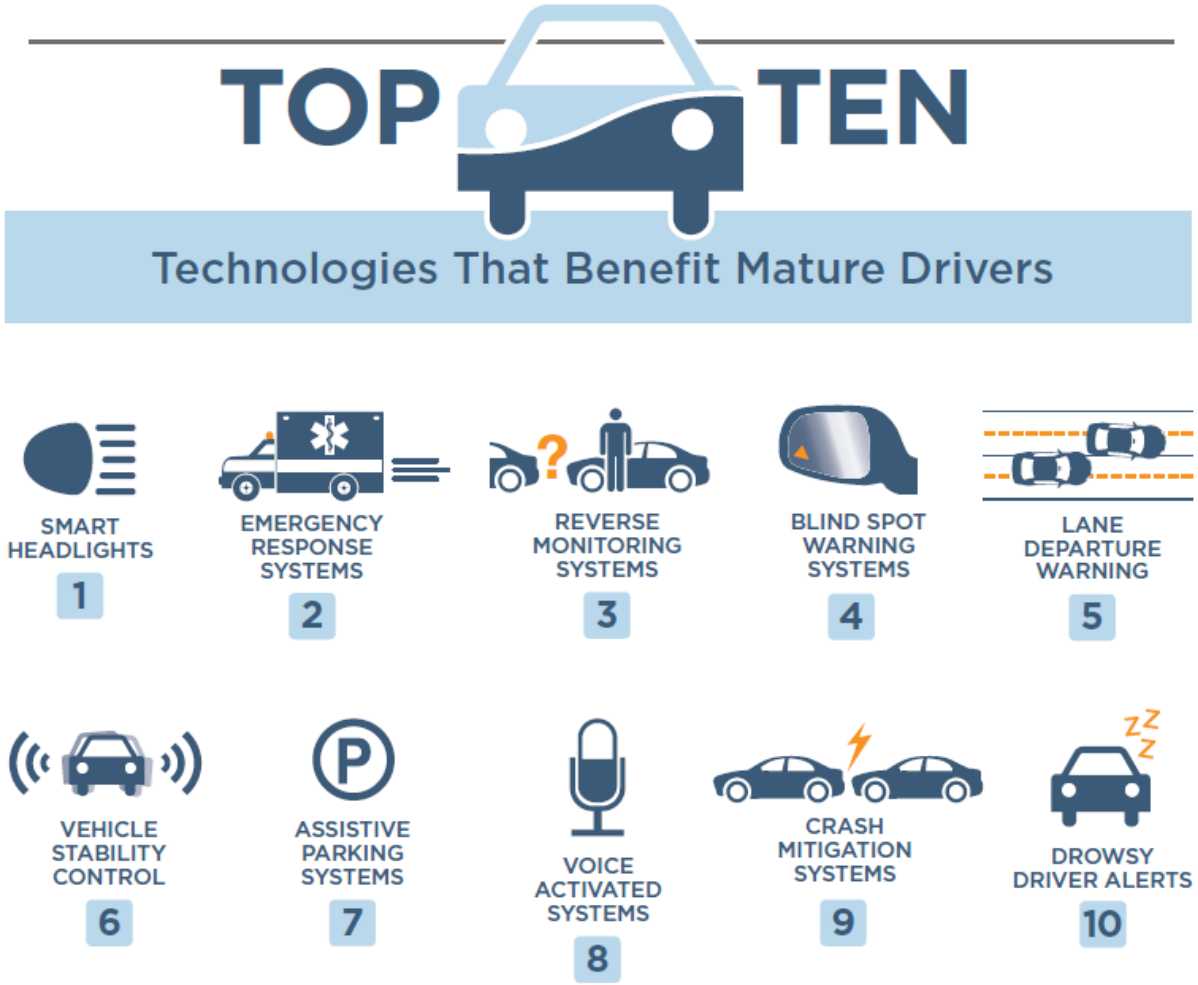
Top Technologies for Mature Drivers

Expert Ranking 2012



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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.

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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.

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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.

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Purchasing Vehicle Technologies

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

10% are willing to buy ***all seven***.

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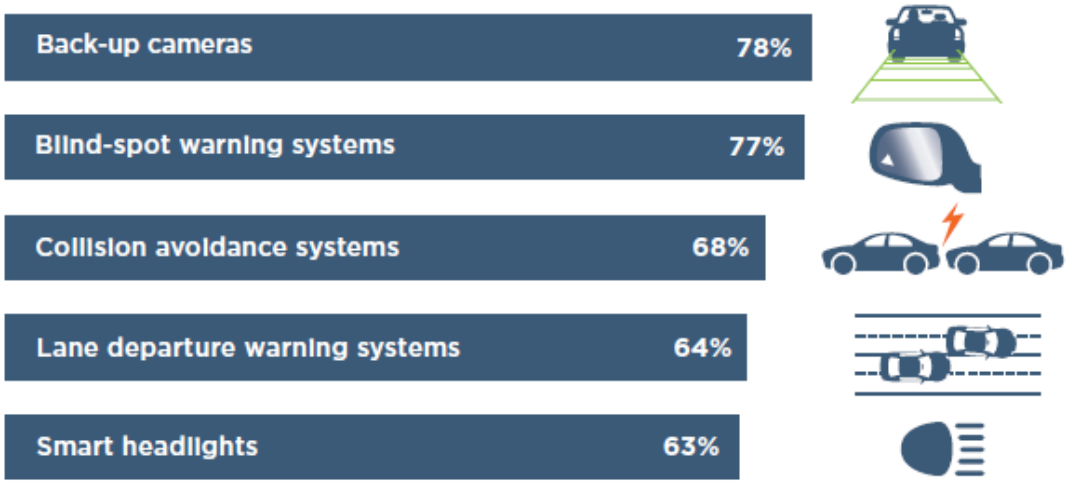
Safety First

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:

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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

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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.

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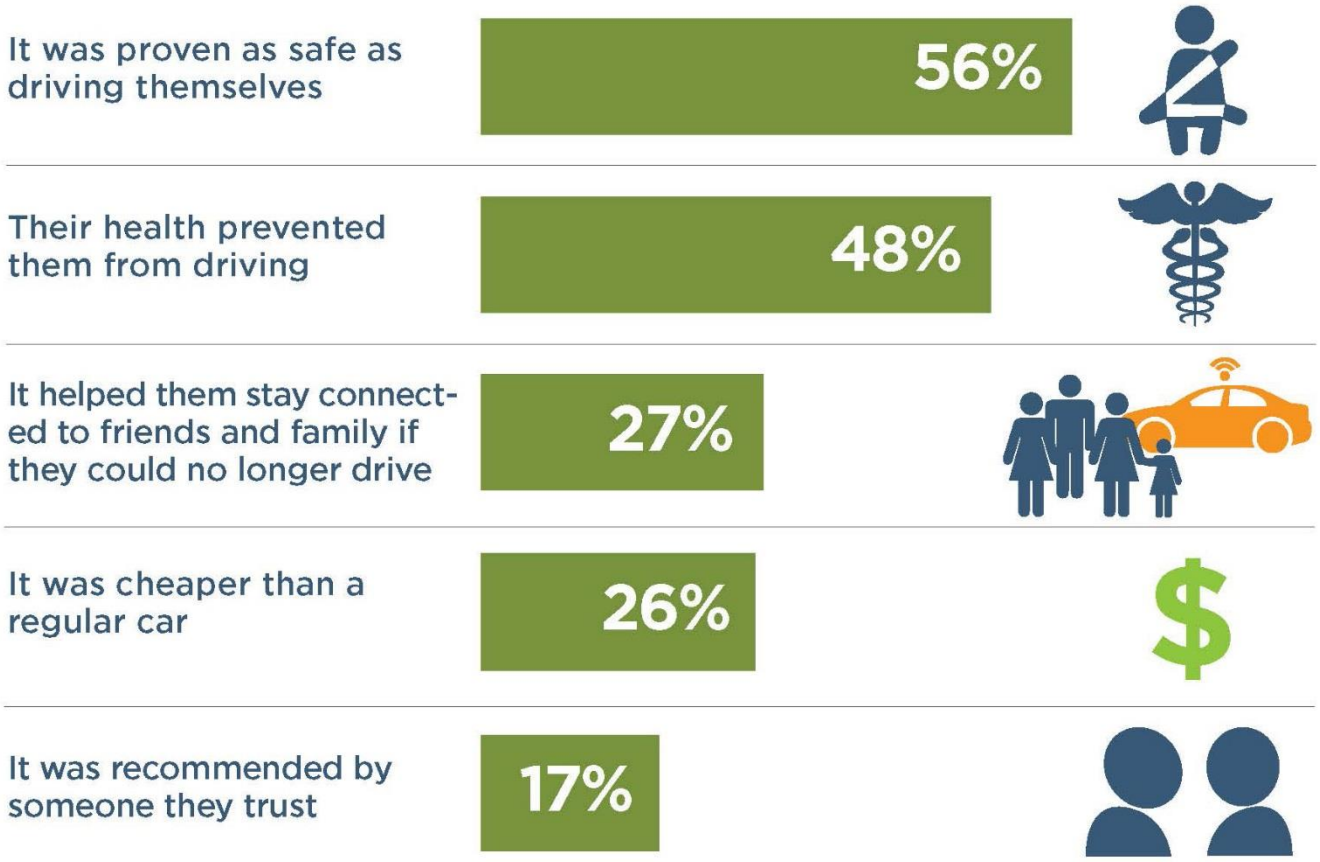
Vehicle Technology Preferences

Looking Forward: Preferences Among Mature Drivers 2016

Top Five Reasons for Driverless Cars

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



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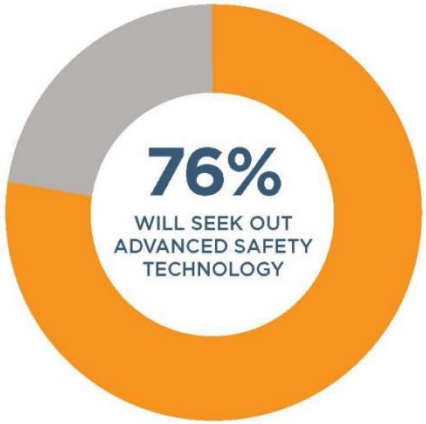
Vehicle Technology Preferences

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

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A New Endeavour

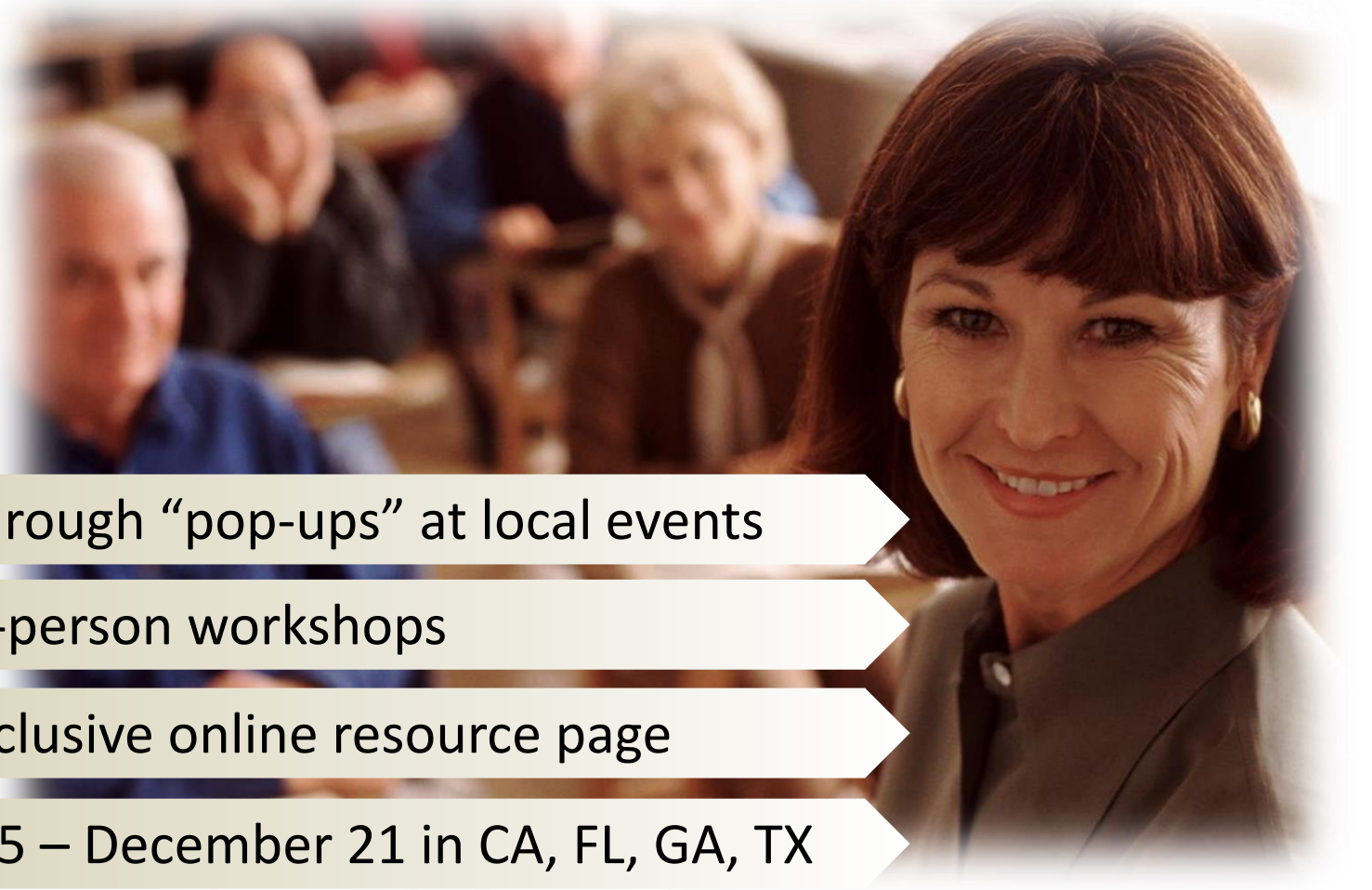
3-year grant from The Hartford for $1 million

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)

- 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


THANK YOU