VEHICLE TECHNOLOGIES THAT CAN HELP DRIVERS TO BE SAFE

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CONTINUOUS SAFETY APPROACH

BEFORE

DURING

AFTER
ANALYSIS OF THE FIELD DATA

94% influenced by driver decisions and choices

2016 FARS DATA

- Lack of seat belt use (% of all fatalities) - 44%
- Impairment Present (BAC > .08) - 28%
- Speed > Posted Speed - 28%
- Pedestrians & Bicycles - 27%
- Motorcycles - 18%
- Kids & Teens - 14%
- Distraction Reported - 10%
- Drowsy - 9%
- * Source NHTSA, Fatal Accident Reporting System (FARS)
Shift Interlock system to increase seat belt use.

Feature available today on select fleet models.
TEEN DRIVER WITH REPORT CARD

Industry first Report Card helps parents encourage teens to drive safely.

- Set top speed warning
- Unbelted radio mute
SPEED ADVISOR

Displays posted speed limit in head up display or driver information center.

Drivers can select speed for alerts.
EYES UP
PHONES DOWN

• Eyes on the road and hands on the wheel
• Pair phones to use in-vehicle voice tech
• Make use of “do not disturb” apps
Ongoing work -- Driver Alcohol Detection System for Safety (DADSS)
ACTIVE SAFETY FEATURES

FORWARD COLLISION ALERT

Helps avoid injuries caused by rear-end collisions (operates above 25 MPH)

LANE DEPARTURE WARNING

Helps avoid unintentional “slow lane drift” lane departures that can lead to crashes (operates above 35 MPH)
ACTIVE SAFETY FEATURES - DESIGN PRINCIPLES

• Help drivers avoid crashes or reduce crash impact speeds
• Sensors detect crash threats, but can also assist the driver in everyday driving
• All drivers can benefit -- the unexpected can happen to anyone
• Intuitive user interface is key
System automatically applies brakes to help reduce the collision’s severity. The system may even help avoid the collision at very low speeds.
Active Safety features are designed to reduce crash speeds or avoid crashes all together.

Customer acceptance and effectiveness increasing.

SAFETY ALERT SEAT HAS POSITIVE IMPACTS

- Customer preferred Safety Alert Seat (over beeps) 90% of the time.
- Lane Departure Warning left ON twice as often (compared to beeps).
- Forward Collision Alert left ON 98% the time.
Up to 980 Ft (300 Meters)
Exclusive Driver Attention System helps keep drivers properly engaged while Super Cruise is active.
THANK YOU!

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GENERAL MOTORS