Harnessing Technology to Keep Roads Safe

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Who is Advocates: Our Board

Joan Claybrook, President Emeritus, Public Citizen, and former Administrator, National Highway Traffic Safety Administration

R. David Pittle, Product Safety and Regulatory Consultant, and former Commissioner, Consumer Product Safety Commission
Tiger Woods Owes His Life to Decades of Government Safety Standards

From the three-point belt to all those airbags, cars today are safer than ever.

“The details of Tiger Woods’ crash are still being sorted out by investigators, but in general, the world’s greatest golfer can thank more than 50 years of government-mandated safety advances that he is alive.”
To reduce all types of crashes, set minimum performance requirements for crash avoidance technology, require all new cars to be equipped.

- Automatic Emergency Braking (AEB)
- Rear AEB
- Rear Cross Traffic Alert
- Lane Departure Warning
- Lane Keeping Assistance
- Blind Spot Warning
- Improved Headlamps

Advocates is working to enact legislation requiring technology in new vehicles with a minimum performance standard to ensure it detects and responds to vulnerable road users.
Solutions: Crash Avoidance Technology

**Forward collision warning**
- 27% Front-to-rear crashes
- 20% Front-to-rear crashes with injuries
- 9% Claim rates for damage to other vehicles
- 16% Claim rates for injuries to people in other vehicle

**Forward collision warning plus autobrake**
- 50% Front-to-rear crashes
- 56% Front-to-rear crashes with injuries
- 13% Claim rates for damage to other vehicles
- 23% Claim rates for injuries to people in other vehicle

**Lane departure warning**
- 11% Single-vehicle, sideswipe and head-on crashes
- 21% Injury crashes of the same types

**Blind spot detection**
- 14% Lane-change crashes
- 23% Lane-change crashes with injuries
- 7% Claim rates for damage to other vehicles
- 8% Claim rates for injuries to people in other vehicle

**Rear automatic braking**
- 62% Backing crashes
- 12% Claim rates for damage to the insured vehicle
- 30% Claim rates for damage to other vehicles

**Rearview cameras**
- 17% Backing crashes

**Rear cross-traffic alert**
- 22% Backing crashes

Source: Insurance Institute for Highway Safety
Alcohol-impaired driving is responsible for nearly one-third of crashes each year.

- Advanced impaired driving prevention technology can save more than 9,000 lives annually.
- Systems can detect the presence of alcohol or can use mechanisms like driver monitoring, eye tracking, hands-on-the-wheel or other indicators to identify impairment.

Advocates, along with Mothers Against Drunk Driving (MADD), is working to enact legislation requiring this technology in all new cars.
Solutions: Curbing Distracted Driving

Crash risk increases significantly – as much as four times higher – when a driver is using a mobile phone.

- Public use of devices has been described as an addiction.
- Technology can mitigate distracted driving now, as well as impaired & drowsy driving.
- Level 2 and 3 automated driving systems.

Advocates supports legislation to research and advance driver monitoring technology.
Advocates supports expansion of automated enforcement systems, rulemaking for V2V technology and research to advance V2X.