REACHING ZERO CRASHES
A DIALOGUE ON THE ROLE OF ADVANCED DRIVER ASSISTANCE SYSTEMS
OCTOBER 27, 2016
National Transportation Safety Board
NATIONAL SAFETY COUNCIL
Educating Consumers on ADAS Technologies

October 2016
Our mission

We help people confidently choose and purchase the right car for their needs.

MIT AgeLab White Paper 2016-6 (May 30, 2016)

Table 4. Age differences in willingness to use automation in vehicles: automation features/types

<table>
<thead>
<tr>
<th>Automation features that…</th>
<th>16-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65-74</th>
<th>75+</th>
</tr>
</thead>
<tbody>
<tr>
<td>… reduce potential/severity of collision</td>
<td>72.8%</td>
<td>78.9%</td>
<td>79.5%</td>
<td>82.4%</td>
<td>83.4%</td>
<td>90.3%</td>
<td>89.0%</td>
</tr>
<tr>
<td>… help with speed control*</td>
<td>56.4%</td>
<td>69.2%</td>
<td>66.5%</td>
<td>60.1%</td>
<td>64.8%</td>
<td>62.8%</td>
<td>61.8%</td>
</tr>
<tr>
<td>… help with steering*</td>
<td>48.0%</td>
<td>58.3%</td>
<td>56.8%</td>
<td>57.0%</td>
<td>61.0%</td>
<td>62.9%</td>
<td>60.1%</td>
</tr>
<tr>
<td>… periodically take control of driving*</td>
<td>55.0%</td>
<td>61.0%</td>
<td>55.9%</td>
<td>44.8%</td>
<td>47.3%</td>
<td>38.1%</td>
<td>38.6%</td>
</tr>
</tbody>
</table>

* Age differences significant at α=0.05

“Autonomous Vehicles, Trust, and Driving Alternatives: A survey of consumer preferences.” Hillary Abraham, Chaiwoo Lee, Samantha Brady, Craig Fitzgerald, Bruce Mehler, Bryan Reimer, & Joseph F. Coughlin
Buying a car is a journey. We help along the way.

1. Just dreaming
   - Articles, Slideshows and Pictures

2. Starting to consider options
   - Best New Cars
   - Best Used Cars
   - How-To Advice

3. Need to choose what to buy
   - Car Reviews
   - Car Rankings
   - Detailed Research
   - Head-to-Head Comparisons
   - Buying Advice

4. It’s time to go shopping
   - Price Insights
   - Best Deals
   - Inventory
   - How-To Advice

5. I’m buying the car
   - Deals
   - Contact Dealers
   - How-To Advice
   - Financing
Who We Are Informs What We Do

» **We’re consumer advocates.**

Not gear heads.

» **We’re unbiased.**

Our rankings are continually updated and based on the consensus opinion of experts + safety, reliability scores.

» **We focus on quality.**

We use the best practices of journalism to help consumers make smart choices

» **We’re trusted.**

Over three-quarters of users say U.S. News recommendations influence their decision on which car to buy.
New car rankings and reviews

How Our Car Rankings Work

We rank cars by class based on performance, interior, safety, reliability and overall critic ratings.

Meta - reviews

Our analysis targets clear, actionable takeaways to aid decision making.

- Is this the right car for me?
- What do I need to know before buying this car?
- How does this car stack up vs. other cars?
- What other cars should I consider?
- Which trims and options are worth looking at?
### Ranking List | Sort by Scores

<table>
<thead>
<tr>
<th>Rank</th>
<th>Car</th>
<th>Overall</th>
<th>Performance</th>
<th>Interior</th>
<th>Safety</th>
<th>Reliability</th>
<th>MSRP</th>
<th>MPG</th>
</tr>
</thead>
<tbody>
<tr>
<td>#6</td>
<td>2017 Hyundai Santa Fe</td>
<td>8.4</td>
<td>8.1</td>
<td>8.1</td>
<td>10.0</td>
<td>N/A</td>
<td>$23,350 City: 18</td>
<td>$41,150 Hwy: 25</td>
</tr>
<tr>
<td>#1</td>
<td>2016 Nissan Murano</td>
<td>8.8</td>
<td>7.8</td>
<td>8.9</td>
<td>9.7</td>
<td>N/A</td>
<td>$25,400 City: 21</td>
<td>$45,700 Hwy: 28</td>
</tr>
<tr>
<td>#5</td>
<td>2017 Kia Sorento</td>
<td>8.6</td>
<td>7.8</td>
<td>8.4</td>
<td>9.7</td>
<td>N/A</td>
<td>$25,400 City: 21</td>
<td>$45,700 Hwy: 28</td>
</tr>
</tbody>
</table>

On the highway, features like adaptive cruise control and forward collision warning can help you maintain a safe distance between the Sorento and the car in front of you, preventing frontal crashes, or at least making them less severe. Three-row SUVs like the Sorento often have big blind spots, so the Sorento has available blind spot monitoring, which is a big help when you’re trying to change lanes in traffic. The Sorento also has available lane departure warning, which will alert you if you start to drift out of your lane. These features can help prevent high-speed crashes, but they’re optional on the Sorento’s top trim, and adding them can easily push the Sorento’s price tag past $45,000.

The QX60 also has automatic braking when it’s in reverse. If you’re backing out of a parking space and the QX60 detects an approaching car or pedestrian, it will automatically apply the brakes to avoid a collision. While automatic braking is common for avoiding forward collisions, the QX60 is one of the few SUVs available with automatic braking when backing up. With the Around View system and automatic braking, you pretty much have to be trying to have a fender bender in the QX60.

Read more about safety »
Annual Awards

Best Cars for the Money

- These awards help consumers find great cars that are also great long term values.
- Winners have the best combination of overall scores within the U.S. News rankings, price and 5-year TCO in their respective classes.

2016 Best Cars for the Money Winners

Best Cars for Families

- Our aim is to help shoppers find great cars that work for the whole family.
- Winning cars have the best ranking scores combined with seating and cargo volume, as well as the availability of family-friendly features.

2016 Best Cars for Family Winners

Best Vehicle Brands

- For shoppers beginning their journey, we highlight the best brands for Cars, SUVs, Trucks and Luxury.
- Winning brands have the best average overall scores.

2016 Best Vehicle Brand Winners
U.S. News Advice Content

Our focus is on relevance, expert information, analysis and advice to explain the current automotive market, including technology and regulations, so everyday consumers can understand.
The View from U.S. News

Automotive Media:
- Think of the buyers
- Explain the larger landscape
- Test in the real world
- Enforce accountability
- Be realists

OEMs:
- Keep promises
- Strive for transparency
- Allow for human error
- Encourage testing for media and consumers

Consumers:
- Trust but verify
- Demand education
- Understand limits