REACHING ZERO CRASHES
A DIALOGUE ON THE ROLE OF ADVANCED DRIVER ASSISTANCE SYSTEMS

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National Transportation Safety Board

NATIONAL SAFETY COUNCIL
Reaching Zero Crashes: A Dialogue on the Role of Current Advanced Driver Assistance Systems (ADAS)

Henry Jasny
Senior Vice President & General Counsel

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Who is Advocates?

- Founded in 1989, Advocates is a coalition of public health, safety, and consumer organizations, insurers and insurance agents that promotes highway and auto safety through the adoption of safety laws, policies and regulations.

- Advocates is unique both in its board composition and its mission of advancing safer vehicles, safer drivers and safer roads.
What Does Advocates Do?

Federal Legislative Program

State Program

Federal Regulatory Program

Administration sued over missed car safety rule deadline
Roadmap of State Highway Safety Laws

MISSING

Have you seen these highway safety laws?

Abandoned or repealed by state legislatures:
- Seat Belts
- Impaired Driving
- Distracted Driving
- Motorcycle Helmets
- Child Passenger Safety
- Teen Graduated Driver Licensing

Elected officials are missing in action while deaths are rising. Can you help?

REWARD: THOUSANDS OF LIVES & BILLIONS OF TAX DOLLARS SAVED
Earned Media

Highway safety advocates urge Maryland to toughen drunken driving laws

Road Warrior: Coalition finds flaws in N.J. road safety laws

Florida ranked among worst for road safety

Why Are Traffic Deaths Rising?

Cronkite News

Report: Arizona falls in lowest category for highway safety policies
Highlights of Technology Advocacy

• Frontal Airbags (ISTEA, 1991)
• Tire Pressure Monitoring Systems (TREAD Act, 2000)
• Rear Outboard 3-Point Seat Belts (Anton’s Law, 2002)
• Electronic Stability Control (SAFETEA-LU, 2005)
• Seat Belt Reminder Systems (SAFETEA-LU, 2005)
• Rear Video Cameras (Gulbransen Safety Act, 2008)
• Brake Transmission Interlock (Gulbransen Act, 2008)
• Seat Belts on Motorcoaches (MAP-21, 2012)
• Electronic Logging Devices (MAP-21, 2012)
• Petition for Autonomous Braking in Heavy Trucks (2015)
• Support for Autonomous Braking in Passenger Vehicles
• Support for ADAS in NCAP
• Support for Fatigue Monitoring Systems for All Vehicles
• Functional Safety Requirements
• Ignition Interlock Devices
Adoption of Safety Technologies

- Research & Development (Suppliers)
- Field Testing (OEMs & Suppliers)
- OEM Selective Model Installation
- NCAP Adoption by NHTSA
- Standard Equipment:
  - Voluntary OEM Action
  - NHTSA Initiated Regulation
  - Congressional Mandate
Thank You!

Advocates for Highway & Auto Safety
750 First Street, NE, Suite 1130, Washington, DC 20002
(202) 408-1711
www.saferoads.org   @SafeRoadsNow