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

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National Transportation Safety Board

NATIONAL SAFETY COUNCIL
ADVANCED DRIVER ASSISTANCE TECHNOLOGIES

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Association of Global Automakers
ABOUT US

AUTOMAKERS

ASTON MARTIN  FERRARI  HONDA  HYUNDAI  ISUZU  KIA  MASERATI  McLAREN  NISSAN  SUBARU  SUZUKI  TOYOTA

SUPPLIERS

BOSCH  DELPHI  DENSO  SIRIUSXM  NXP
<table>
<thead>
<tr>
<th>Category</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatal Crashes</td>
<td>32,166</td>
</tr>
<tr>
<td>Injury Crashes</td>
<td>1,715,000</td>
</tr>
<tr>
<td>Total Crashes</td>
<td>6,296,000</td>
</tr>
</tbody>
</table>
THE FUTURE

- Crash Avoidance
- Traffic Mitigation
- Less Fuel Consumption
Report Highlights:

• Estimates that vehicle safety technologies have saved 613,501 lives.

• As of 2012 vehicle safety technology is estimated to save 27,621 lives annually.

• In 1960 only 115 lives saved annually by the technology available on vehicles during that time.
Adoption of any new technology can be hindered by doubts regarding security, trust and safety.

Consumer Privacy Protection Principles for Vehicle Technologies and Services (Principles)

Information Sharing and Analysis Center (ISAC)

Development of Industry Cybersecurity Best Practices
STRONGER FOCUS ON DRIVER BEHAVIOR

- Impaired Driving
- Seat Belt Use
- Recognition Errors
- Decision Errors
- Performance Errors
ADVANCING ADAS Technologies

- Automatic Emergency Braking
- Forward Collision Warning Systems
- Lane Departure Warning Systems
- Lane Keeping Support
- Blind Spot Detection
- Rearview Video Systems
- Park Assist & Back Over Prevention
- Pedestrian Automatic Emergency Braking
- Adaptive Headlights
- Drowsiness Alert
- Rear Cross-Traffic Alert
PROMOTING ADAS TECHNOLOGIES

5-Star Safety Ratings
More Stars. Safer Cars.

MyCarDoesWhat.org
Know More. Drive Safer.

Global Automakers
THANK YOU

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