October 27, 2016 / 8:30 AM – 5:00 PM
NTSB Board Room and Conference Center, Washington, DC

8:30 a.m. – 9:00 a.m. Opening Remarks:
The Honorable Earl Weener, PhD, NTSB / Deborah Hersman, National Safety Council

9:00 a.m. – 9:50 a.m. SESSION 1
Defining ADAS – Features, Benefits and Availability

• David Zuby – Executive VP & Chief Research Officer, Insurance Institute for Highway Safety
  o Features, benefits, and capabilities of AEB, FCW, LDW, blind spot detection, adaptive headlights
• Greg Brannon – Director, Automotive Engineering and Industry Relations, AAA National
  o Capabilities of current ADAS & current AAA testing
• Matt Moore – VP, Highway Loss Data Institute
  o Integration of ADAS into the passenger fleet

9:50 a.m. – 10:00 a.m. Q & A
10:00 a.m. – 10:10 a.m. Break

10:10 a.m. – 11:00 a.m. SESSION 2
Human Factors and Driver Interaction with ADAS

• Dan McGehee, PhD – Director, Transportation and Vehicle Safety Policy Research Program, University of Iowa
  o Driver perceptions of ADAS (Mycardoeswhat survey)
• John Sullivan, PhD – Associate Research Scientist and Head of Human Factors Group, University of Michigan Transportation Research Institute
  o Overview of behavioral adaption research related to new safety technologies
• Anders Eugensson – Director of Governmental Affairs, Volvo
  o Considerations for driver attention and vehicle technologies

11:00 a.m. – 11:10 a.m. Q & A
11:10 a.m. – 11:20 a.m. Break

11:20 a.m. – 12:20 p.m. SESSION 3
Education and Promotion of ADAS

• Chris Mullen – Director of the Technology Research Division, State Farm
Driver's role in safety and importance of consumer education
- Mike Cammisa – Senior Director of Safety & Connected Vehicles, Global Automakers
  - Role of auto industry in advancing ADAS
- Henry Jasny – Senior VP & General Counsel, Advocates for Highway and Auto Safety
  - Role of advocates in promoting technology and educating policymakers and consumers
- Robert Gordon – Senior VP of Policy Development and Research, Property Casualty Insurers Association of America
  - Role of insurance companies in promotion and consumer education; incentives considerations

12:20 p.m. – 12:30 p.m. Q & A
12:30 p.m. – 1:15 p.m. Lunch Break

1:15 p.m. – 2:05 p.m. SESSION 4
Consumer Tools and Resources
- Jennifer Dang – New Car Assessment Program Division Chief, National Highway Traffic Safety Administration (NHTSA); Susan McMeen – Consumer Information Director, NHTSA
  - Role of New Car Assessment Program (5-Star Safety Ratings) in educating consumers about vehicle safety
- Shawn Sinclair – Automotive Engineer, Consumer Reports
  - How Consumer Reports advances automotive safety
- Rebecca Lindland – Senior Director of Commercial Insights, Kelley Blue Book
  - How Kelley Blue Book educates auto buyers
- Jamie Page Deaton – Managing Editor, Best Cars, US News & World Report
  - How US News & World Report, mass media, educates consumers on auto technologies

2:05 p.m. – 2:15 p.m. Q & A
2:15 p.m. – 2:25 p.m. Break

2:25 p.m. – 3:10 p.m. SESSION 5
Driver Training
- Jared Allen – Senior Director of Media Relations, National Automobile Dealers Association
  - Role of dealers and dealer strategy in training their sales staff and the car buyers
- Kyle Rakow – VP and National Director of Driver Safety, AARP, and Jodi Olshevski – Gerontologist and Executive Director, The Hartford Center for Mature Market Excellence
  - Training seniors on ADAS features/benefits
- Allen Robinson, PhD – Chief Executive Officer, American Driver and Traffic Safety Education Association
  - Training traffic safety educators and drivers on vehicle safety technologies

3:10 p.m. – 3:20 p.m. Q & A
3:20 p.m. – 3:30 p.m. Break

3:30 p.m. – 4:45 p.m. SESSION 6
Roundtable Discussion & Industry Commitments
4:45 p.m. – 5 p.m. Closing Remarks