Road to Zero Coalition recommendations

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In-vehicle alerts, speed limiters needed to curb epidemic of aggressive driving

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The Insurance Institute for Highway Safety and other members of the Flood to Zero Coalition are urging automakers, regulators and fleet operators to promote Intelligent speed assistance (ISA) and speed limiters to help curb an epidemic of speeding that has contributed to a spike in traffic deaths since 2020.

“Speeding causes more than a quarter of all crash deaths every year, accounting for more than 12,000 lost lives in 2021,” said Jessica Cicchino, vice president of research at IIHS. “In-vehicle technologies can be an important part of the solution.”

ISA uses a camera that reads posted signs or GPS mapping software to identify the prevailing speed limit and alerts drivers when they’re going too fast. Some systems also discourage speeding more aggressively by reducing power to the engine once the driver crosses the limit.

For all U.S. drivers, the coalition’s Accelerating Technology Working Group recommends warning-based, or “advisory,” ISA systems as a starting point. Such systems will be required for all new vehicles in the European Union in 2024. For commercial operators and public fleets, the coalition recommends promoting ISA or speed limiters, which prevent the vehicle from exceeding a preset maximum speed. Some organizations already use one or the other, and the goal is to increase the number of fleets that embrace the technologies.

Promote ISA on privately-owned passenger vehicles

- Market ISA as a “driver assistance” technology
- Urge NHTSA to
  Identify a performance standard for ISA (that at a minimum, warns the driver) and require on new vehicles
  Add ISA to the New Car Assessment Program
Promote ISA and speed limiters to public and commercial fleets

- Grant funding
- Promote to new fleets
- Educate fleet managers about aftermarket ISA products
- Incentivize implementations that are easier to purchase or manage
Promote ISA and speed limiters to high-risk groups

- Parents of teens
- High-risk speeding offenders
Improve public acceptance of ISA

- Develop myth-busting talking points
- Develop guidance on speed tolerance for ISA relative to speed limit
Improve speed limit information quality

- Standardize sources of mapped speed limit information
- Push updated speed limit maps to vehicles with ISA without requiring owners to pay a subscription
- Encourage development of V2X
- Educate state DOTs about maintenance issues that can affect camera-based ISA
Investigate benefits of current ISA systems on passenger vehicles

- Determine how often drivers keep current systems turned on
- Determine effects of current ISA and intelligent ACC systems on speeding behavior
Incorporate vehicle-based technology into national conversation on speed

- Encourage advocacy groups to highlight ISA in their road safety vision
- Encourage inclusion of ISA in the Safer Speeds section of USDOT’s National Roadway Safety Strategy
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