Safety Landscape

Human Error Contributes to MORE THAN 90% of crashes.
Driving consumer acceptance of automated technology
In Dec. 2017, 63% of U.S. drivers would be afraid to ride in a fully self-driving vehicle, down from 78% in early 2017.
Drivers who own vehicles equipped with driver assistance features are more likely to trust the technology.
Automated Vehicle Crashes

The New York Times
How a Self-Driving Uber Killed a Pedestrian in Arizona

abc NEWS
NTSB investigating Tesla crash, fire that killed 2 Florida teens

NBC Bay Area
Driver Dies Following Fiery Tesla Model X Crash on U.S. Hwy. 101 in Mountain View
Percentage of U.S. drivers that would be afraid to ride in a fully self-driving vehicle

Difference between 2016 and 2017 not statistically significant.
Gender Differences - Percent Afraid to Ride in Self-Driving Car

- 83% for females
- 63% for males
Generational Differences

Share of U.S. drivers afraid to ride in a fully self-driving car by generation

<table>
<thead>
<tr>
<th>Generation</th>
<th>April 2018</th>
<th>December 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>49%</td>
<td>64%</td>
</tr>
<tr>
<td>Gen X</td>
<td>70%</td>
<td>74%</td>
</tr>
<tr>
<td>Boomers</td>
<td>68%</td>
<td>79%</td>
</tr>
</tbody>
</table>
Sharing the Road

The survey showed that 63% of respondents would feel less safe sharing the road with fully self-driving cars while walking or riding a bike.
### Greatest Concern About AVs

<table>
<thead>
<tr>
<th>Concern</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability and Safety</td>
<td>72%</td>
</tr>
<tr>
<td>Mechanical Breakdowns and Cost to Repair</td>
<td>8%</td>
</tr>
<tr>
<td>Data and Cybersecurity</td>
<td>7%</td>
</tr>
<tr>
<td>Purchase Price</td>
<td>2%</td>
</tr>
<tr>
<td>Understanding How to Use the Technology</td>
<td>5%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>5%</td>
</tr>
</tbody>
</table>
Education can play a key role in easing fears.
Automated Vehicles: AAA Testing

The Wall Street Journal
AAA Warns of Misconceptions Regarding Autonomous Systems
AAA says consumers need to be better educated on distinctions between system types.

Fortune
AAA Says Not All Automatic Braking Systems Are Designed to Prevent Car Crashes

CNN Money
Always Look When You Change Lanes
Despite massive improvements in car safety technology, drivers need to keep their eyes open.

Detroit Bureau
New Cross Traffic Alert Systems Often Fail, Warns AAA
AAA managing director of automotive engineering says most fail.

Motor Trend
Do You Trust Your Car to Drive Itself?
An illustration shows how a cross-traffic alert system works, by spotting oncoming traffic.
AAA Foundation for Traffic Safety
New technology will help reduce collisions and injuries… but it’s a long road to full autonomy.
BUT I SAID, “BUY BIRTHDAY GIFT”. NOT “DRIVE OVER CLIFF”!

Driverless Car Mishap #13
The Road to Consumer Acceptance

- Safety first
- Public education
- Truth in advertising
- Driver training
- Standardization of terminology
- Data transparency
- Include consumer perspective in policy discussions
Thank You