



MyCarDoesWhat

Saving Lives Now With Vehicle Automation

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The National Safety Council eliminates preventable deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy



It's All About Improving Safety

**An estimated
40,000 deaths
and rising**





Key Transportation Initiatives

Road To Zero

National Safety Council, National Highway Traffic Safety Administration, Federal Highway Administration and Federal Motor Carrier Safety Administration, announced the Road to Zero initiative. The aim is to eliminate traffic fatalities within the next 30 years.

NSC Defensive Driver Courses

Train over one and a quarter million drivers each year

Teen – GDL

Continued work in passing stronger GDL laws – and parents of new teen driver campaign – DriveitHOME

Child Passenger Safety Seats / Hot Cars

Manage National Child Passenger Safety Board – support other advocates



Advanced Vehicle Safety Technology

Chair the ANSI (American National Standards Institute)

Z15.3 autonomous vehicle subcommittee

Goal of developing best practices for fleet operations.

DOT Advisory Committee on Automation

Check to Protect

MyCarDoesWhat

National Driver Education Project on Advanced Vehicle Safety Technology



How Automation Can Help

- NHTSA assigned the critical reason for crashes (the last event in the crash causal chain) to be the driver in 94% of crashes investigated.
- When we consider the top three factors in crashes: alcohol, speed and distraction – fully automated vehicles that are not drunk, reckless or distracted have the potential to impact preventable deaths in an unprecedented way.

Source: USDot -NHTSA – Traffic Safety Facts – February 2015, Critical Reasons for crashes Investigated in the National Motor Vehicle Crash Causation Survey



Why Education Is Necessary

- Some ADAS Features Appear to Be Working
- Mixed Driver Understanding of How Features Work and How To Use Them
- Help Introduce Higher Levels of Automation to More Drivers



NSC Has Been Running Public Education Campaigns On Driver Safety For Decades



MyCar DoesWhatTM.org

Know More. Drive Safer.





What Does This Icon Represent?





What Does This Icon Represent?



TPMS



What Does This Icon Represent?





What Does This Icon Represent?





What Does This Icon Represent?



Drowsiness Alert



What Does This Icon Represent?



What Does This Icon Represent?



Automatic Emergency Braking



Why This Initiative?

Why This Initiative?



Intersection Collision Avoidance



Forward Collision Warning



Automatic Braking



Obstacle Detection



Intelligent Speed Adaptation



High Speed Alert



Curve Speed Warning



Cruise Control



Adaptive Cruise Control



Adaptive Headlights



Night Vision



Parking Sensors



Automatic Parallel Parking



Rear Cross Traffic Alert



Back-up Camera



Back-up Warning



Pedestrian Detection



Active Steering



Adaptive and Active Suspension



Anti-Lock Braking System



Cornering Braking Control



Electronic Braking Assistance



Electronic Stability Control



Caravan Electronic Stability Control



Traction Control



Hill Start Assist



Hill Descent Assist



Terrain Management



Road Surface Warning



Tire Pressure Monitoring System



Rollover Detection and Prevention



Lane Departure Warning



Lane Keeping Assist



Blind Spot Monitor



Sideview Camera



Drowsiness Alert



Health and Workload Monitoring



Audible Route Guidance



Automatic Collision Notification



Push Button Start



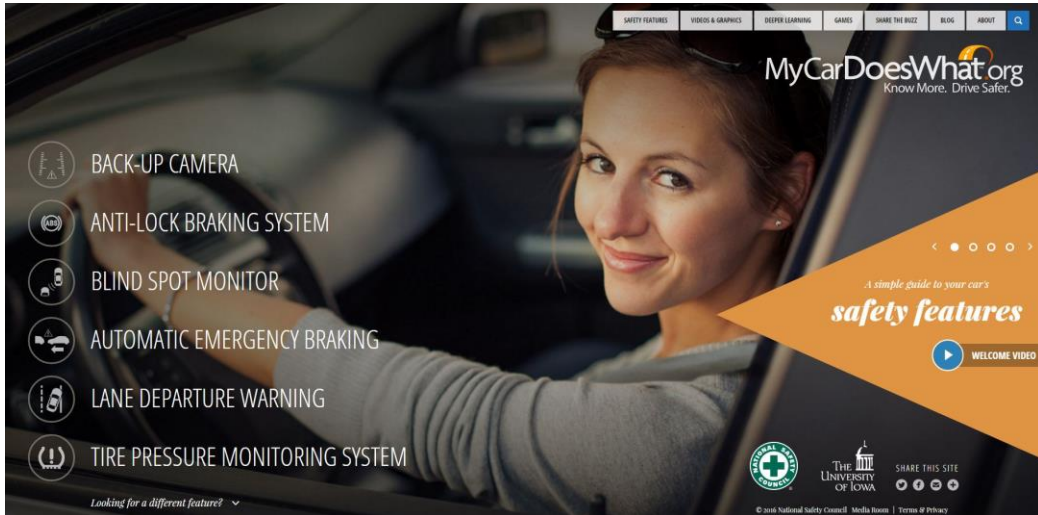
ADAS Systems are the Building Blocks of Automation



ADAS Systems are Here NOW



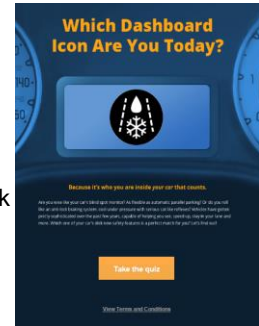
Website



Easy Explanations



Facebook Games



App – Dashboard Blitz





What is MyCarDoesWhat?

- MyCarDoesWhat is the first of its kind – evidence based and independent
- Vehicle Agnostic
- Partnership between National Safety Council and University of Iowa
- More than 6 billion exposures – U.S. population 18+



Campaign Challenges

- Safety Features Have Different Brand Names
- Safety Features Have Different Capabilities across Manufacturers, Trim Levels and Time
- Safety Feature Limitations May Not Be Intuitive or Obvious
- Warning or Icon standardization issues



What You Can Do

- Suggest vehicles with “5-Star” ratings and advanced safety features
- Advocate for more collaboration amongst OEMs for more voluntary agreements on ADAS features
- Advocate for anonymized data sharing to keep track of how the systems work



What You Can Do

- Share MyCarDoesWhat.org with your co-workers, drivers, staff, families – It is a trusted, credible, non - OEM branded source
- Tell us what you think!



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