



Educating the Driving Public

Kelly A. Nantel, Vice President, NSC



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Automotive Safety Technology

It's all about reducing driver error and making our roads safer



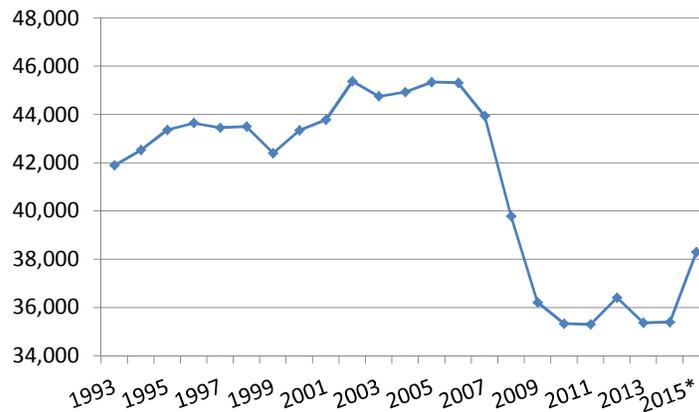
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Traffic deaths climb 8% Highest one-year jump in 50 years

M-V Deaths, U.S., 1993-2015



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Active Safety Features Provide Huge Potential Benefits

- IIHS estimates:
 - 32% decrease in crashes
 - 21% decrease in injuries
 - 31% decrease in fatalities
- Boston Consulting Group estimates:
 - A reduction of 9,900 fatalities a year

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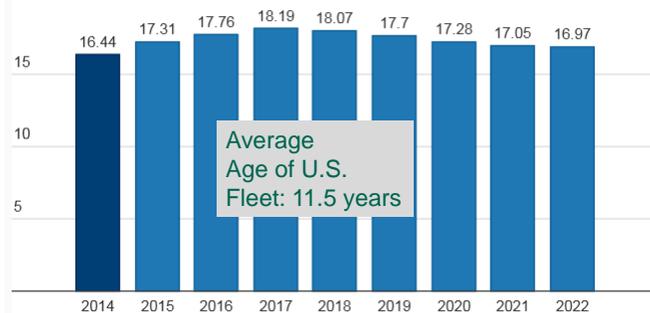
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Opportunity: Pent-up Demand for New Vehicles – 16-18 million cars/year

IHS sales forecast

IHS Automotive predicts U.S. vehicles sales will rise to a record peak of 18.2 million in 2017 before leveling off.



2015 through 2022 are estimates

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What does this icon represent?



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What does this icon represent?



TPMS

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What does this icon represent?



Lane Departure Warning

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Drowsiness Alert

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Why This Initiative?



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Understanding what drivers know: Our national survey

- Web Survey – GfK Panel
- Total of 2,015 completions
- Nationally representative dataset

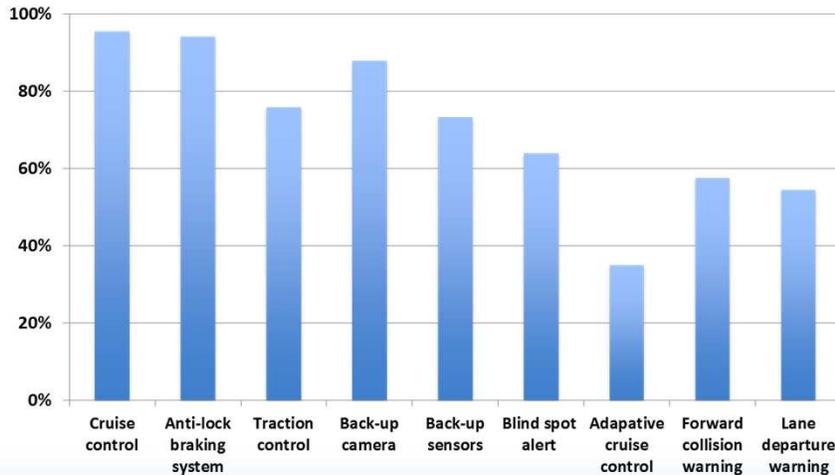


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What the Research Told Us: Consumer exposure to technologies



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Vehicle Experience

- **40%** reported their vehicle had acted in a way that startled them or in a manner they did not expect



- **33%** sought information to understand why their vehicle behaved the way it did

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Where Do Consumers Go for Information?

57%
Search engine



52%
Local mechanic



49%
Owners manual



48%
Car Dealership



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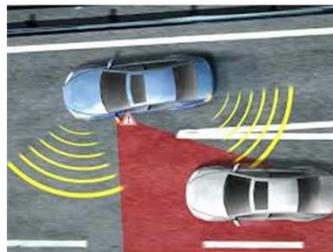


Future consumer interest?



#1: Back up camera

#2 Blind spot warning



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Bottom Line: Drivers Are Uncertain

While drivers had exposure to ALL of the technologies, there was significant uncertainty about all of the them



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The Solution:

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Self driving car - 1957



ELECTRICITY MAY BE THE DRIVER. One day your car may speed along an electric super-highway, its speed and steering automatically controlled by electronic devices embedded in the road. Highways will be made safe by electricity! No traffic jams... no accidents... no driver fatigue.

Self driving car - 2015



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MCDW Strategy: Reach consumers when they are thinking about driving



G S T V

Gas Station TV

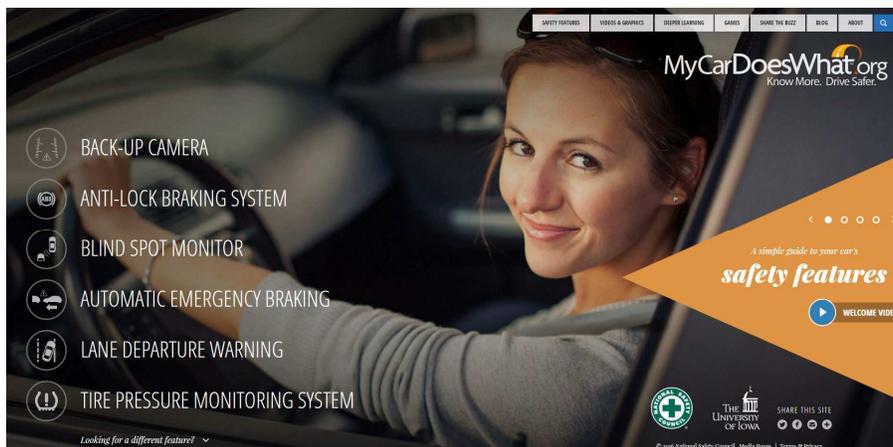


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Website



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Infographics

Explainers

BACKING ASSIST AN EXTRA SET OF EYES

Back-up cameras will be standard in new cars sold in the United States by 2018

What should you do?

- 1 Check around the vehicle before getting in
- 2 Look over both shoulders before backing
- 3 Check mirrors
- 4 Shift into reverse
- 5 Turn and check to see before backing
- 6 Be aware that the camera may have a blind spot

How does it work?

REARVIEW CAMERA: The back-up camera shows what is happening behind you. A display screen can be located in the center console or rear-view mirror.

REARVIEW CAMERA: The camera shows what is behind the vehicle in the rear. The camera may have a blind spot.

REARVIEW CAMERA: The camera shows what is behind the vehicle in the rear. The camera may have a blind spot.

It is not working... Move what?

- Check the camera and the camera lens
- Clean the camera lens
- Check the camera's wiring
- Check the camera's fuse
- Check the camera's fuse
- Check the camera's fuse

Saving Lives...

Back-up cameras help prevent estimated back-over crashes which account for approximately 300 fatalities and 10,000 injuries each year, according to NHTSA.

For more information about your safety systems, check your owner's manual or visit MyCarDoesWhat.org

DRIVER SAFETY FEATURE GUIDE

BACK-UP/REARVIEW CAMERA

LOOK LEFT & RIGHT OVER BOTH SHOULDERS. CHECK MIRRORS.

SHIFT INTO REVERSE TO ACTIVATE THE SYSTEM

AS YOU BACK UP CHECK THE VIDEO MONITOR AS WELL AS YOUR MIRRORS AND SURROUNDINGS

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Dashboard Blitz

RESTART GAME CREDITS SOUND ON CONTINUE

DASHBOARD ICON Personality Quiz

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Why Now?

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Google self-driving car gets pulled over for driving too slowly

Automated vehicle caused traffic jam while travelling at just 24mph in a 35mph zone, causing police to pull the car over



What's the problem, officer? Photograph: Google

They've driven 1.2m miles, and haven't managed to get a speeding ticket yet - but a self-driving Google car got in trouble with the law on Thursday.

The car was stopped by a Mountain View traffic officer on the El Camino Real, a public road near Google's main campus in California, not for breaking the speed limit or erratic driving, but for travelling 24mph in a 35mph zone and causing a big queue of traffic.

Impeding traffic is an offence under California's minimum speed law, which states: "No person shall drive upon a highway at such a slow speed as to impede or block the normal and reasonable movement of traffic, unless the reduced speed is necessary for safe operation, because of a grade, or in compliance with law."

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The New York Times

FourSquare Raises \$45 Million, Cutting Its Valuation Nearly in Half
American Apparel Is Said to Reject Talwar Bid and Dov Charney Return
Some Cars by Renault and Other Makers Fail French Air-Quality Emissions Tests

BUSINESS DAY

U.S. Proposes Spending \$4 Billion on Self-Driving Cars

By BILL VLASIC JAN. 14, 2016



Transportation Secretary Anthony Foxx and a Chevrolet Bolt EV at the North American International Auto Show in Detroit on Thursday, where he announced an initiative on self-driving vehicles. (Paul Gaciga/Associated Press)

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DETROIT — With automakers and technology companies rushing to develop self-driving cars, the Obama administration on Thursday pledged to expedite regulatory guidelines for autonomous vehicles and invest in research to help bring them to market.

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TIME Business

Why General Motors Is Investing \$500 Million in Lyft

Alex Fitzpatrick @alexmf123 Jan. 4, 2016

It's about the future of driving

General Motors is investing \$500 million in Lyft competitor Lyft, the automaker announced Monday. The money makes up half of a \$1 billion funding round that leaves Lyft valued at \$5.2 billion.

Why is GM, one of America's Big Three automakers, investing in an on-demand ride-hailing company? After all, the more people use services like Lyft, the less they're likely to buy cars of their own.

The answer: Driverless cars. "We

Delphi shows off "vehicle-to-everything" autonomous tech

STU ROBERTS © JANUARY 7, 2016

Vehicle-to-everything is an umbrella term, under which vehicle-to-vehicle, vehicle-to-

ENDING CAR OWNERSHIP AS WE KNOW IT REDESIGNING AMERICAN CITIES

USA TODAY

NHTSA toughens crash test rating standards

WORLD'S SCARIEST TOASTER. PHOTOGRAPHER: JUSTIN GULLIVAN/GETTY IMAGES

CARS

Google and Ford Will Disrupt Detroit Together

By Edmund Nienemeyer

With the auto industry on the verge of its self-driving future, insiders and car enthusiasts have been gearing up for a clash of the titans, pitting the lumbering giants of Detroit against the nimble disruptors of Silicon Valley. But a new blockbuster deal between Ford and Google to co-produce autonomous vehicles is the strongest sign yet that the much-anticipated day of reckoning may never come.

When Google first started developing and testing its self-driving car technology, it used modified production vehicles -- mostly Toyota Prius and Lexus RX hybrids -- to test its laser-based sensing system. But the technology revealed something of an oddity, a "science experiment" in the minds of auto industry professionals, until May 2014, when Google revealed its first self-driving prototype. With no human controls of any kind, Google's "toaster" demonstrated the search-engine giant's immense ambition to disrupt traditional auto ownership with an entirely new mobility paradigm that owes nothing to the century of automotive evolution.

In the 18 months since, Google's boldness has brought self-driving car technology out of the lab and into the public conversation.

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The road ahead...

- Educate more drivers about the technologies
- Get more drivers to visit *MyCarDoesWhat.org*
- Engage consumers through the game, app and social media
- Target drivers with tailored messages



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Announcing New Partnership: AAMVA and Iowa DMV Launch



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Connecting with us

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- Share *MyCarDoesWhat.org* – as a trusted, credible, non-branded source of information
- Tell us what you think!

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