

The Role of Vehicle Manufacturers In Reducing Crash-Related Fatalities

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» 3 Steps to Further Reduce Crash-Related Fatalities

1. Analyze crash-related fatalities using sound statistical methods and real-world data
2. Establish priorities based on data
3. Develop countermeasures to address priorities
 - » Road User Education / Enforcement
 - » Infrastructure Improvements
 - » Vehicle Design Enhancements / New Technologies



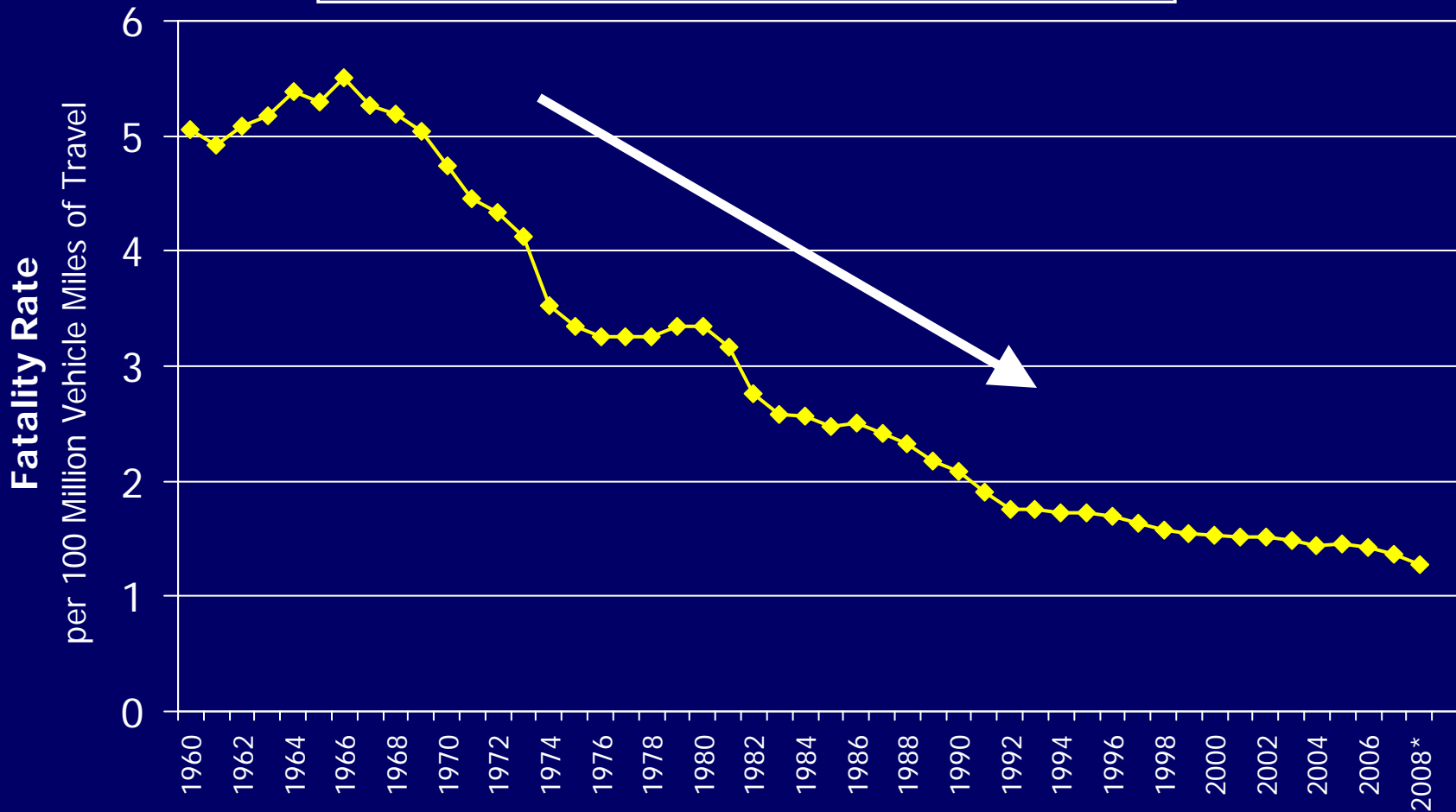
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» Analyze Real World Data

U.S. Fatality Rate Declining

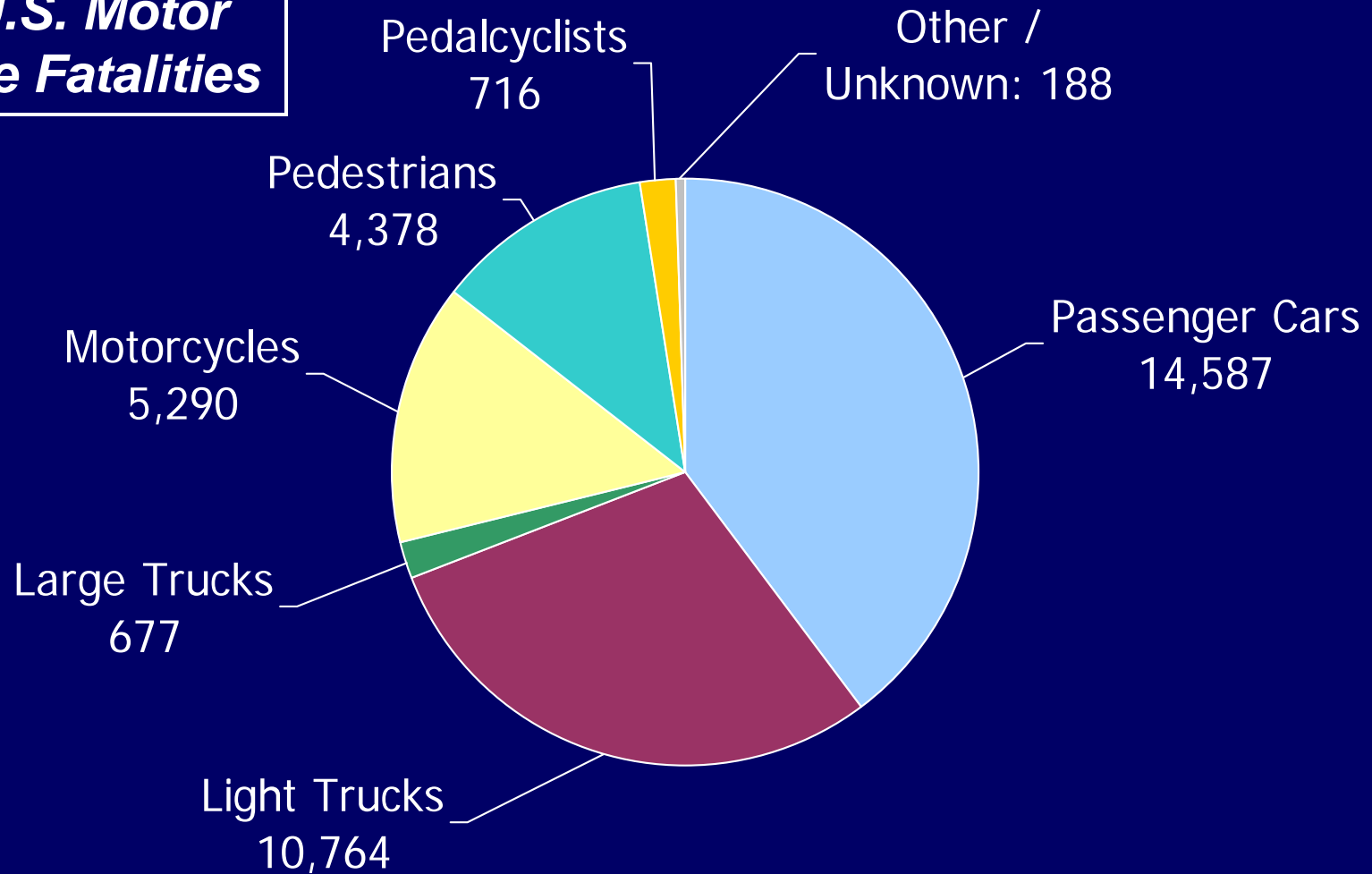


Source: NHTSA/NCSA, 2008 early estimates of fatalities and VMT, DOT HS 811 172



» Analyze Real World Data

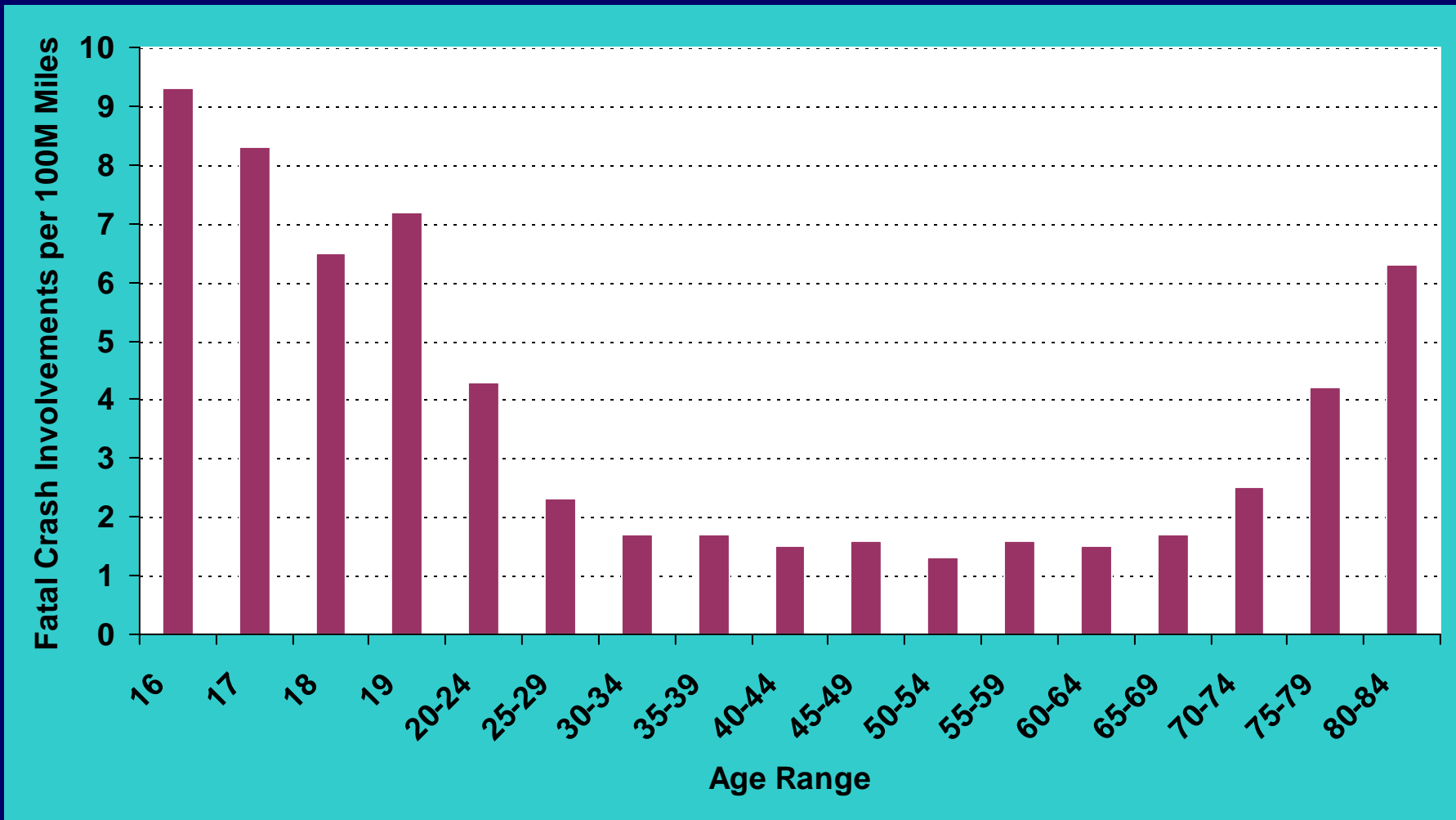
2008 U.S. Motor Vehicle Fatalities



Source: NHTSA/NCSA, 2008 early estimates of fatalities, DOT HS 811 172



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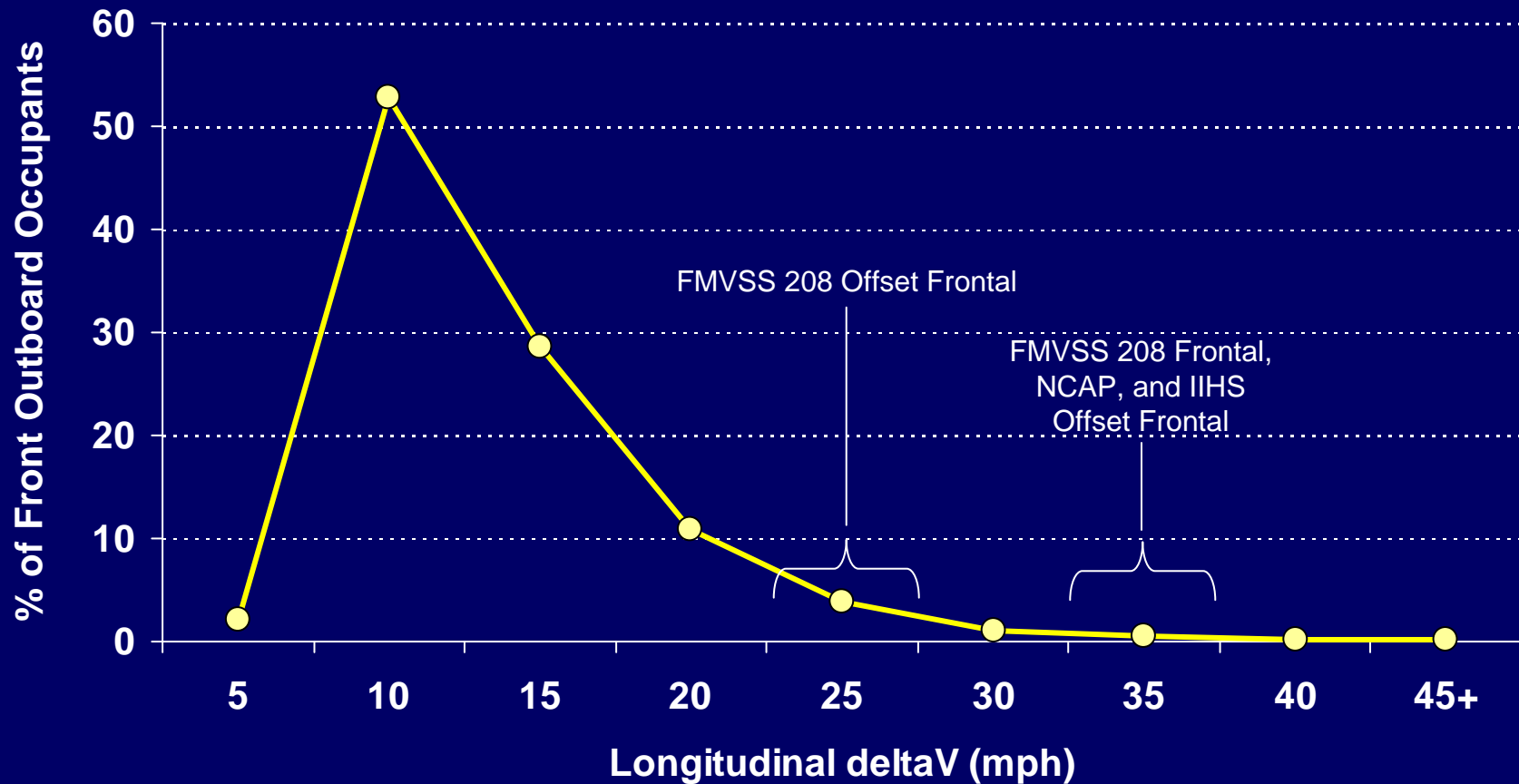


Source: Insurance Institute for Highway Safety. 2008. [Unpublished analysis of data from the US Department of Transportation's Fatality Analysis Reporting System and the National Household Travel Survey]. Arlington, VA.
http://www.iihs.org/research/fatality_facts_2007/olderpeople.html – downloaded 2009August26.



» Analyze Real World Data

Most Frontal Crashes Occur At Lower Speeds

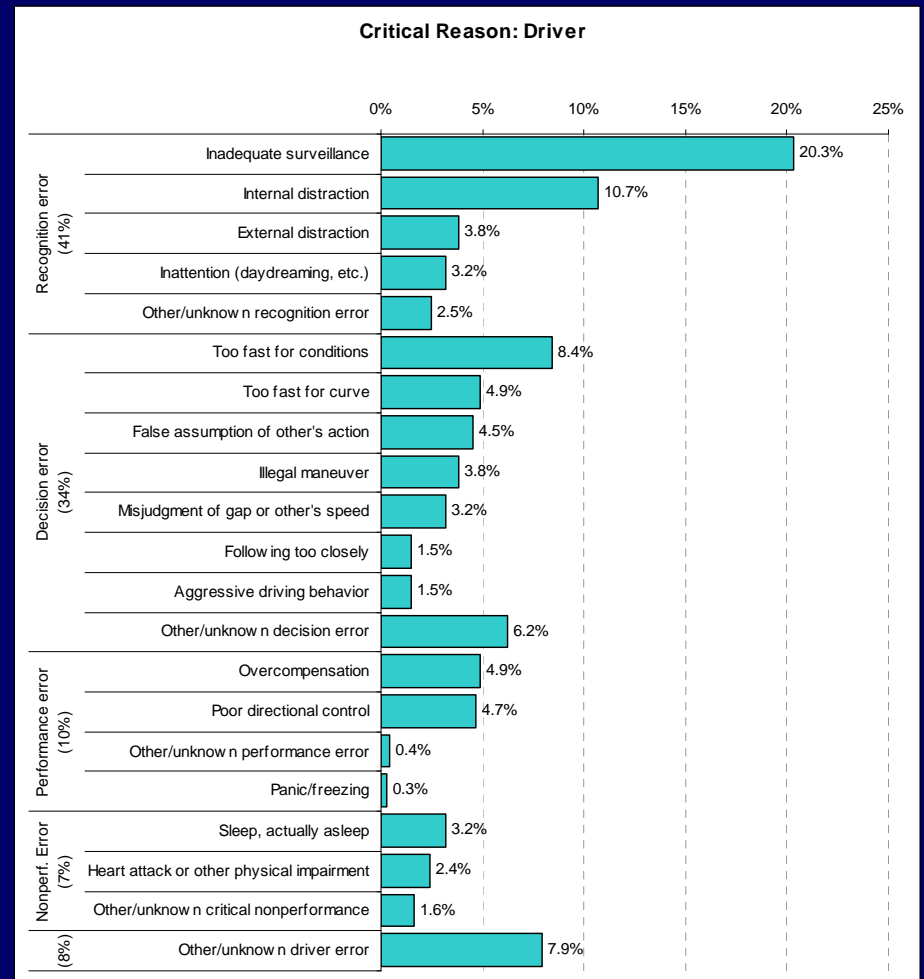
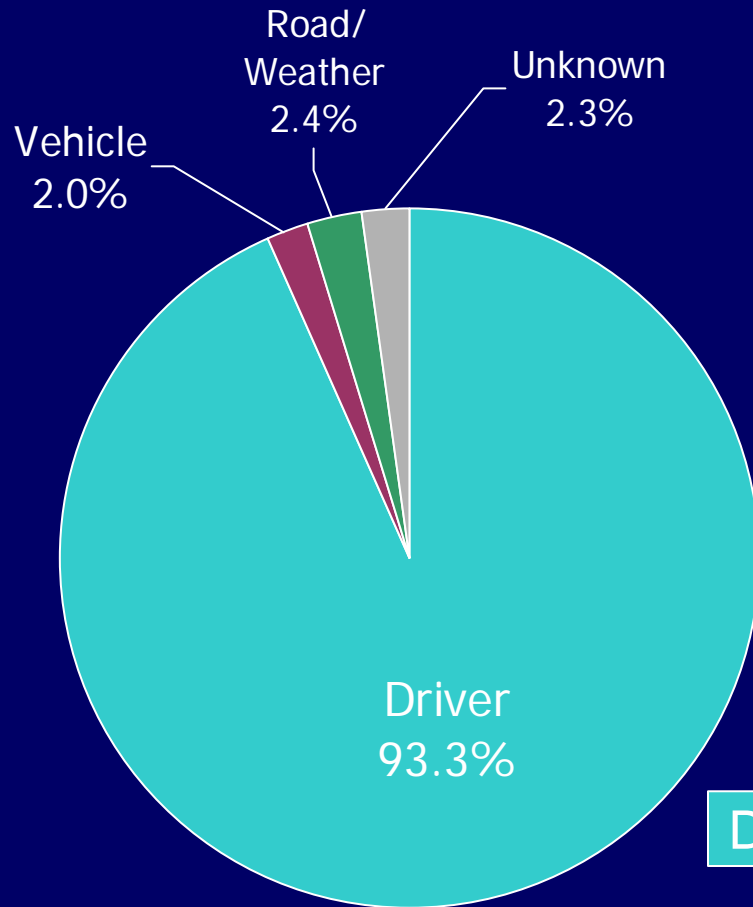


Source: 1995-2005 NASS/CDS, Belted Adult (age 13+) Front Outboard Occupants of towed 1995-2005 Model Year VIN decoded Light Passenger Vehicles in Non-Rollover, 11-1 o'clock Frontal (GAD1=F) Crashes



» Analyze Real World Data

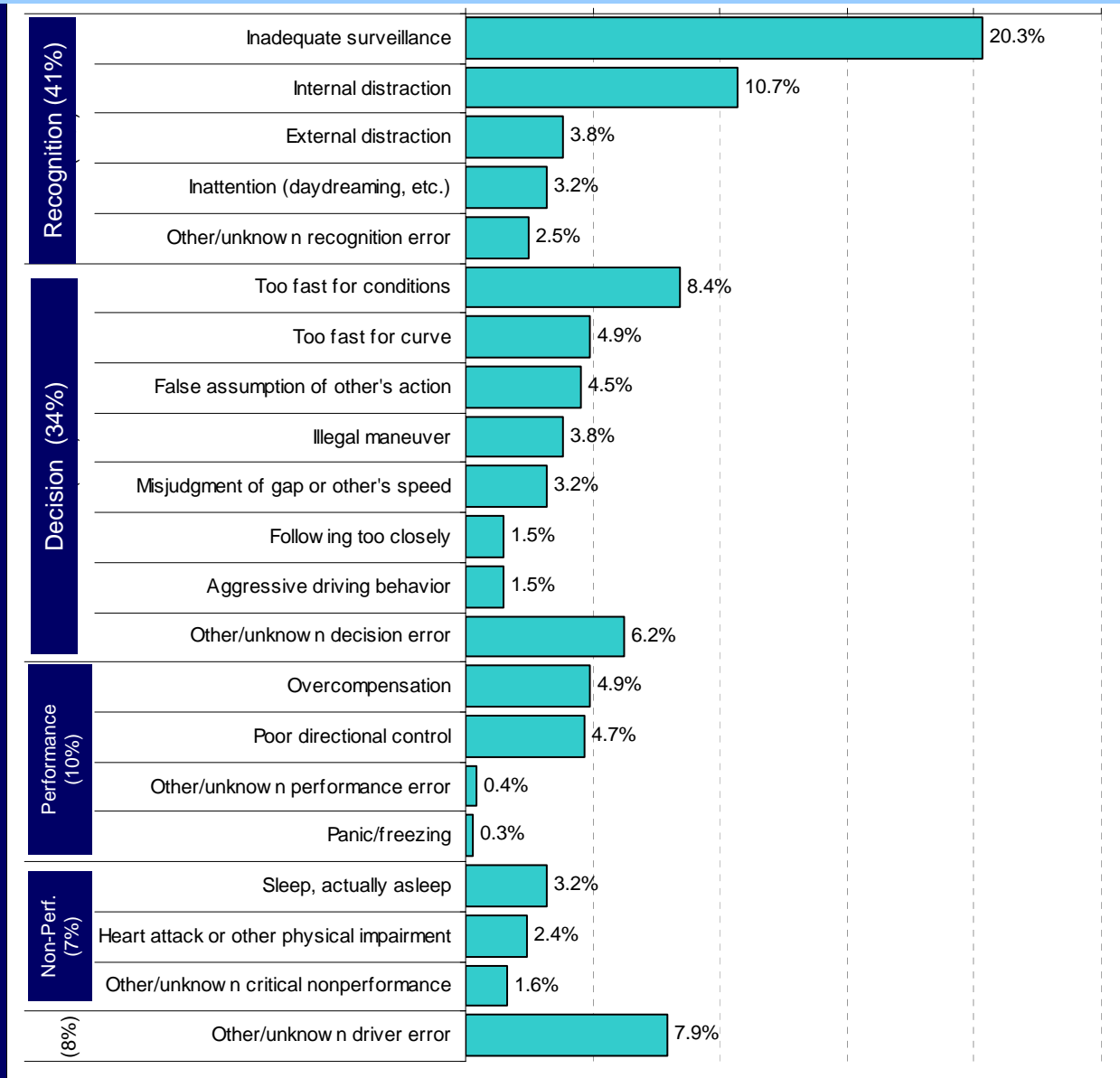
Critical Reason for the Critical Pre-Crash Event



Source: National Motor Vehicle Crash Causation Survey, July 2008 Report to Congress, DOT HS 811 059



» Analyze Real World Data – Crash Causation



Source: National Motor Vehicle Crash Causation Survey, July 2008 Report to Congress, DOT HS 811 059



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» *Establish Priorities*

DEPARTMENT OF TRANSPORTATION

National Highway Traffic Safety
Administration

49 CFR Part 571

[Docket No. NHTSA-2009-0108]

Vehicle Safety Rulemaking and
Research Priority Plan 2009-2011

AGENCY: National Highway Traffic
Safety Administration (NHTSA),
Department of Transportation (DOT).

ACTION: Request for comments.



» *Establish Priorities*

NHTSA Priority Plan (2009-2011)

- Vulnerable Populations
 - » Children
 - » Pedestrians
- **Crash Avoidance**
 - » FCW w/Mitigation
 - » Lane Departure Prevention
 - » Blind Spot Sensing
 - » V-t-V Communication
 - » Driver Distraction
- Crash Worthiness
 - » Side Impact (Pole, Child Protection, WorldSID)
 - » Rollover (Ejection Mitigation, Restraint Systems)



» *Vehicle Design Enhancements / New Technologies*

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 - » Road User Education / Enforcement
 - » Infrastructure Improvements
 - » **Vehicle Design Enhancements / New Technologies**



» *New Technologies*

- Crash Avoidance
 - » FCW w/Mitigation
 - » Lane Departure Prevention
 - » Blind Spot Sensing
 - » V-t-V Communication
 - » SYNC

