

ADAS Only Works If You Use It

GHSA Annual Meeting

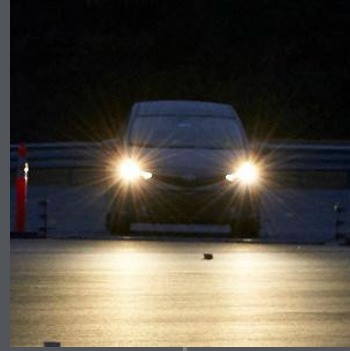
August 31, 2026



Russ Rader
Senior Vice President, Communications



Collision Avoidance testing since 2013



Headlights
2016



Daytime pedestrian
crash prevention
2019



Updated front
crash prevention
vehicle-to-vehicle
2024

2013

Original front
crash prevention
vehicle-to-vehicle



2018

Rear crash
prevention



2022

Nighttime pedestrian
crash prevention



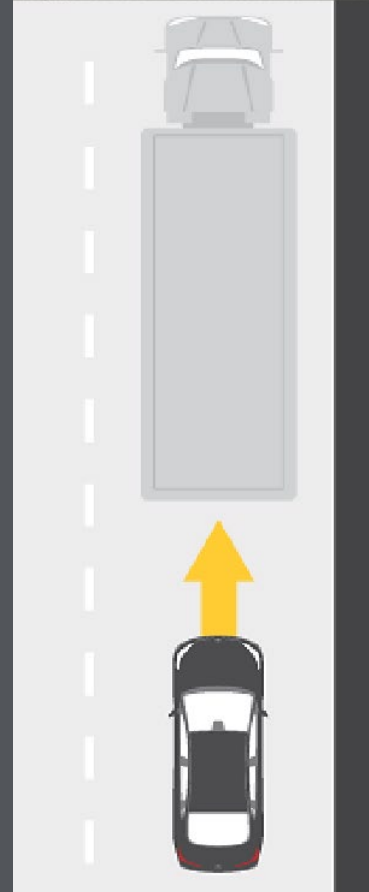
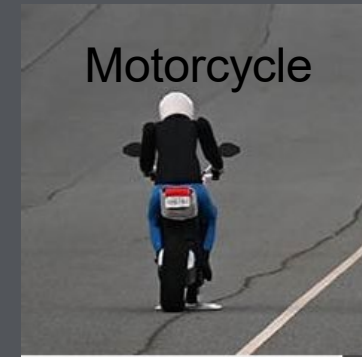
Combined pedestrian
crash prevention



AEB can prevent more crashes

Expanded IIHS testing and evaluation

- ▶ Higher speeds – up to 43 mph
- ▶ Additional targets – motorcycle and semitrailer
- ▶ Part of *TOP SAFETY PICK* award criteria in 2026









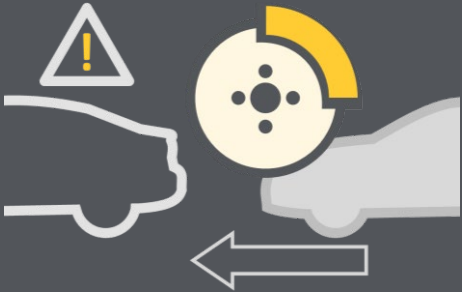
20 automakers
(99+% of the U.S. market)
**voluntarily committed to make
autobrake standard by September 2022**



Crash reductions with crash avoidance technologies

50%

With AEB



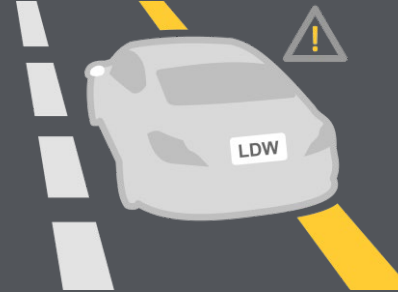
27%

With AEB
+ pedestrian detection



11%

With lane
departure warning



14%

With blind
spot warning





U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

DOT HS 813 611



December 2024

Fatalities, Injuries, and Crashes Prevented by Vehicle Safety Technologies and Associated FMVSS, 1968 to 2019 – Passenger Cars and LTVs

NHTSA estimates in 2019

40,348

LIVES SAVED

&

↓ 1,938,643

FEWER PEOPLE INJURED

ADAS & Older Drivers

Pilot Education Program Results



Department of
Public Safety

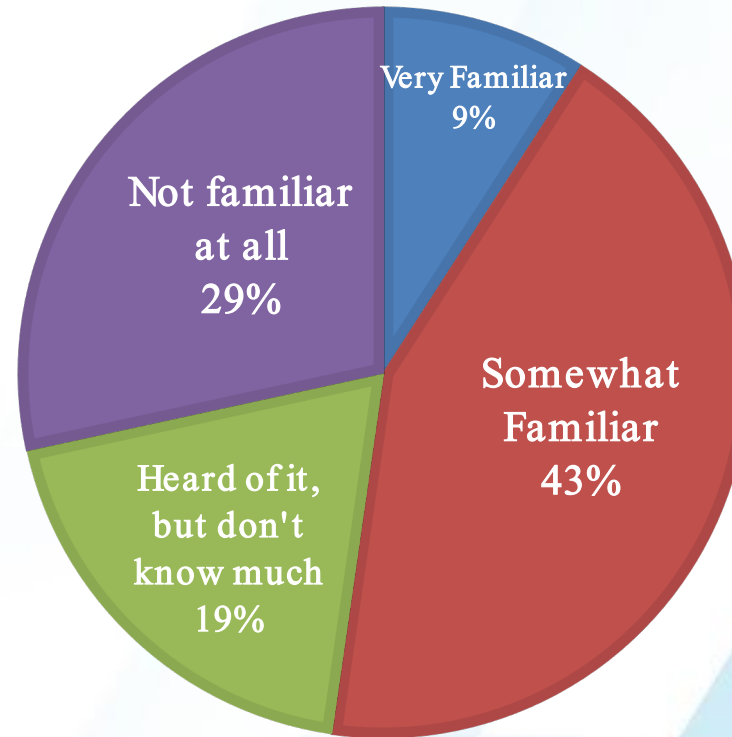
Ohio Traffic
Safety Office

Ohio's Pilot Program



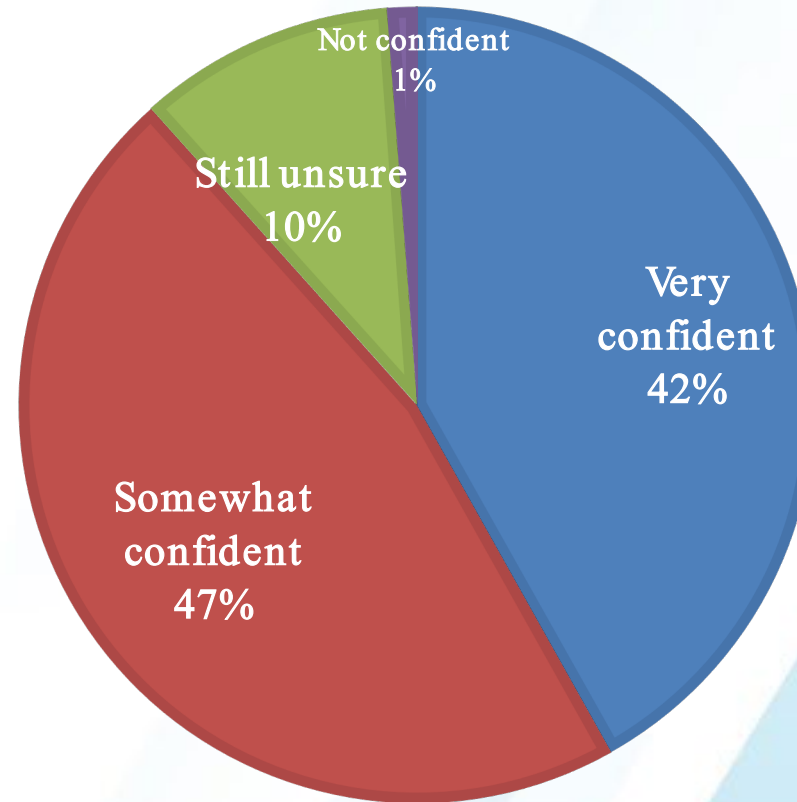
- Survey of older drivers who viewed the “Help a Driver Out” presentation about ADAS
- Total responses: 88
- Goal: Understand older driver ADAS comfort and concerns

Familiarity with ADAS (Before Session)



- Most respondents had low to moderate familiarity
- Few were very familiar

Confidence Understanding ADAS (After Session)



- Most reported increased confidence after the presentation
- Very few remained unsure

Most Helpful ADAS Features – Top 4

**Blind-spot
detection**
(62)

Helps detect objects in your blind spots

**Lane
departure
warning** (46)

Helps you stay in your lane if you're drifting out of it

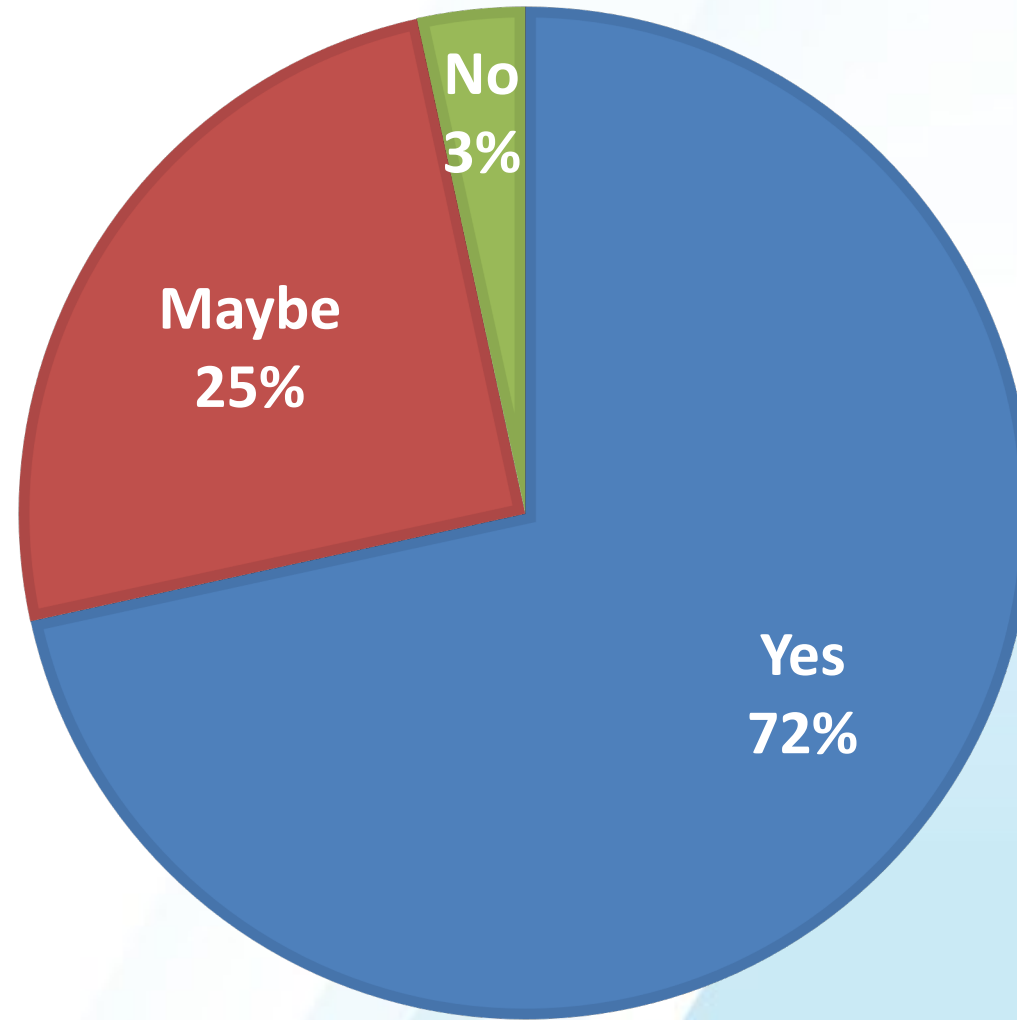
**Automatic
emergency
braking** (40)

Automatically slows or stops your vehicle if it detects an imminent collision

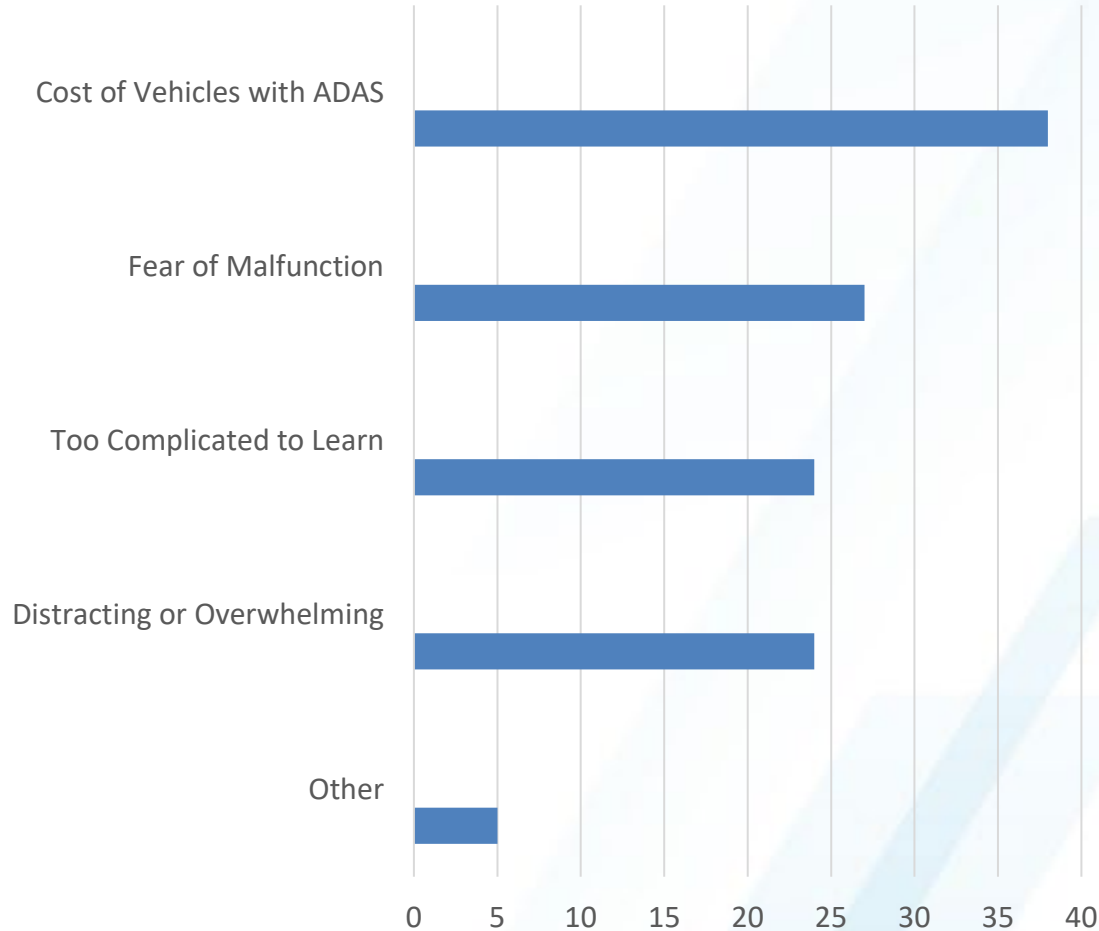
**Drowsiness
alert** (24)

Detects signs that a driver may be fatigued or less attentive

Belief ADAS Improves Safety for Older Drivers



Older Drivers Concerns About ADAS



Drivers can become too dependent on these systems

Unnecessary features – I don't need it!

I'm worried about more people driving drunk or distracted with ADAS because the technology will cover for their mistakes.

Most Confusing ADAS Features – Top 4



**Adaptive
Cruise
Control (30)**

Automatically adjusts your speed to help you maintain a safe following distance

**Parking
Assistance
(30)**

Helps you find and safely move into a parking spot such as when parallel parking

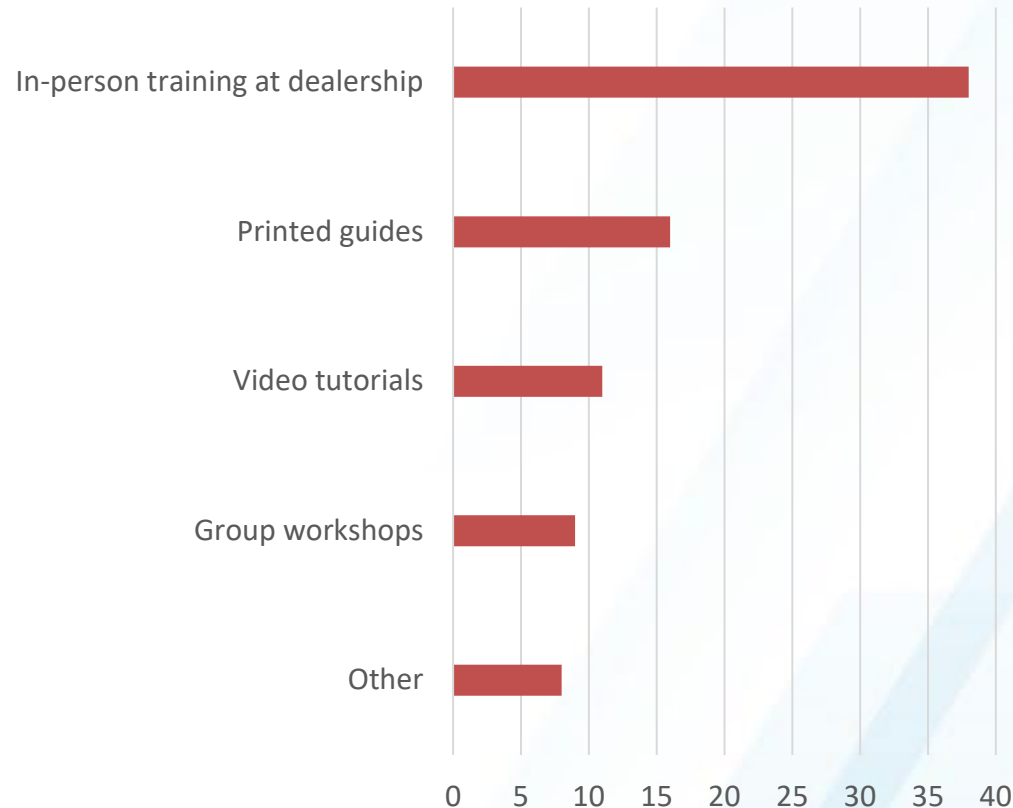
**Automatic
emergency
braking (29)**

Automatically slows or stops your vehicle if it detects an imminent collision

**Lane
departure
warning (23)**

Helps you stay in your lane if you're drifting out of it

What type of support would help you feel more comfortable using ADAS?



Ability to phone or text a question to an expert

Make instruction on each ADAS feature required at time of vehicle purchase. Also, a special brochure should be sent home with customers who are new to ADAS.

Printed materials about ADAS need to be easier to use than the owner's manual.

More Key Insights from Older Drivers

- Many report **confusion** about **automatic emergency braking**, **adaptive cruise control**, and **parking assistance** even though they think these features would be **helpful** to older drivers
- There is a **strong need for hands-on learning**. 52% of respondents say they would be willing to get this training from a dealer
- There is a **strong interest in clearer explanations** because ADAS varies by make/model and not all systems function the same way.
- Interest in education on ADAS for **rental cars/loaner vehicles** – which is often newer than the vehicle they own

Next Steps



- Integrate ADAS education into CarFit
 - Education for technicians to they can confidently talk about ADAS during CarFit appointments
 - ADAS materials in resource bags

Thank You!



Department of
Public Safety

Ohio Traffic
Safety Office

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