

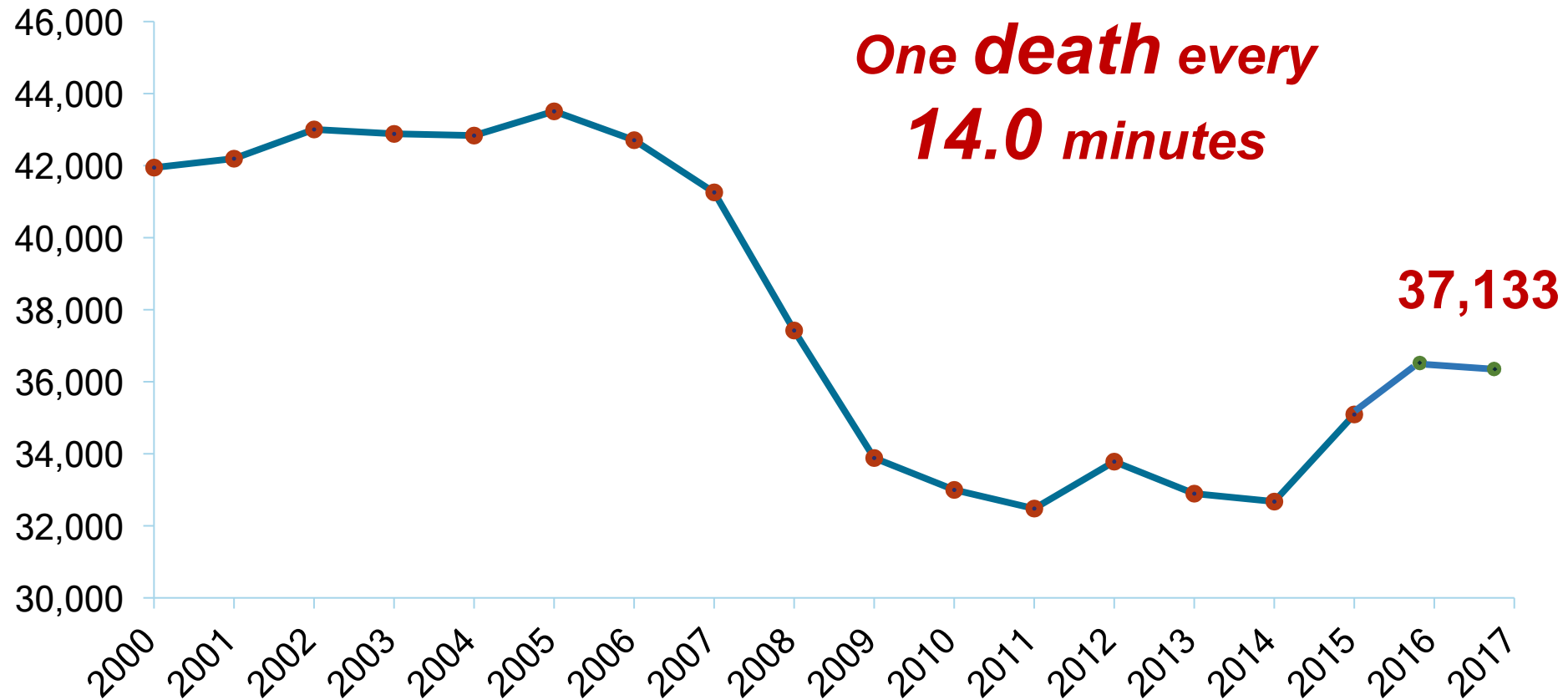


Jill Ingrassia / AAA National  
August 2019

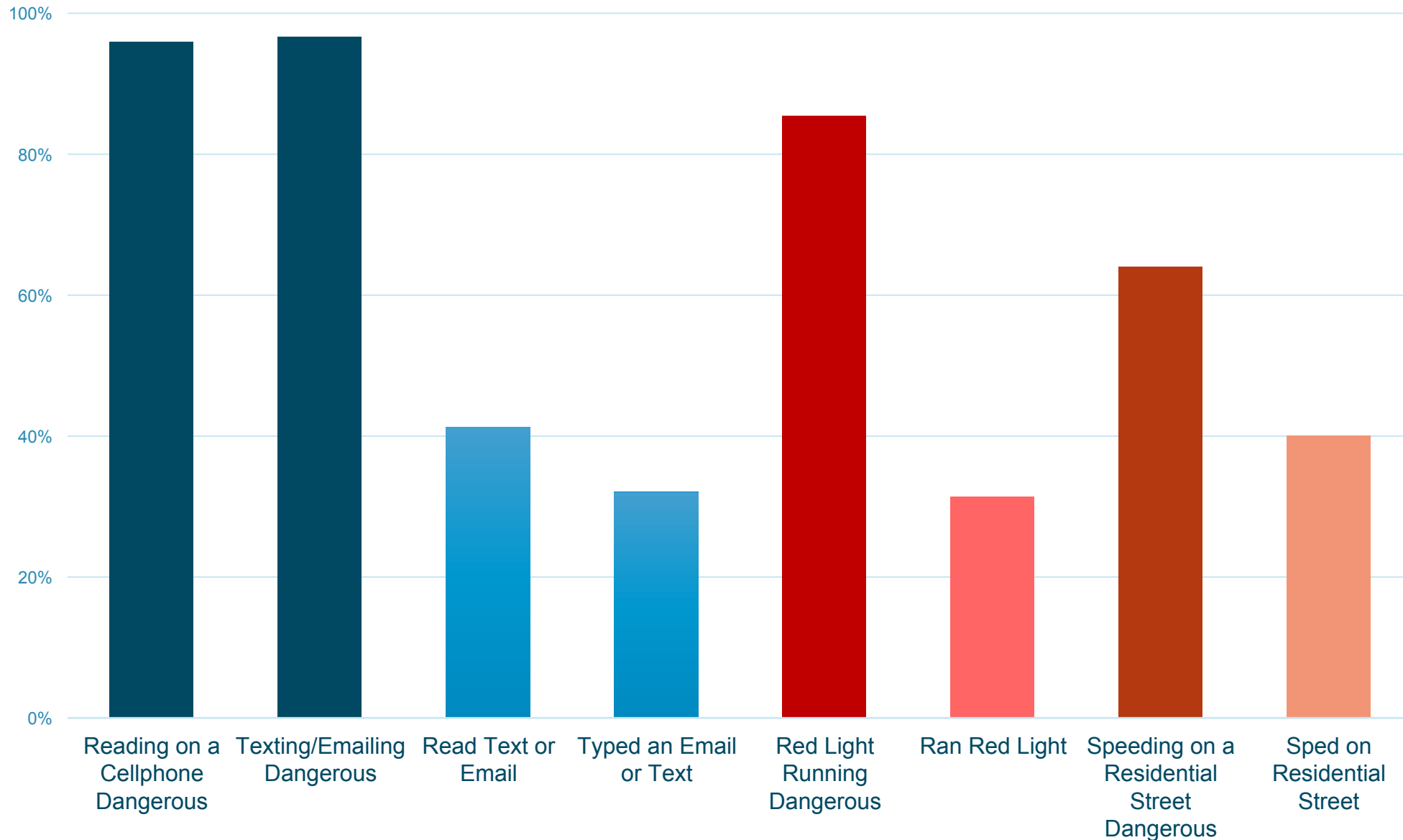


# Why Does AAA Devote Time to Traffic Safety?

Motor Vehicle Fatalities 2000–2017



# Safety Culture: "Do as I say, not as I do."





# GM Ready to Ditch the Steering Wheel and Brake Pedal in Its Self-Driving Car

But first it needs exemptions to safety standards

By Jeff Plungis  
January 12, 2018



## Ford to Launch an Independent Driverless Fleet Network by 2021

[Home](#) > [News](#) > [Content](#)

**【Summary】** By 2021 Ford Motor company plans to set up its self-driving taxi service at scale. The company aims to use its robo-taxi network to move both goods and passengers. Most of the vehicles will be custom built for the platform and Ford is not developing the technology to enter into a partnership with another third-party ride-hailing operator.



**Manish Kharinta** Apr 21, 2018 11:45 AM PT



Move over Tesla, this self-driving car will let you sleep or watch a movie during your highway commute...



# THE VERGE

Tesla to charge \$1,000 more for 'full self-driving' Autopilot package in August



# Reality Check

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**Shaken by hype, self-driving leaders adopt new strategy: Shutting up** *The Washington Post* Oct. 2018

“...it’s important that we be as straightforward as possible about what you should expect, as someone using the technology, and what the limitations are. We can’t oversell.”

- Chris Urmson, Aurora International



# Partners for Automated Vehicle Education

Consumer  
Technology  
Association™



**PAVE**  
PARTNERS FOR AUTOMATED VEHICLE EDUCATION

AURORA

Z O  
O X



**Audi**



**TOYOTA**



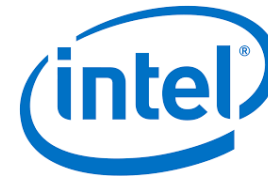
Munich RE 



DAIMLER



**INRIX**



WAYMO



**ARGO** AI

 NATIONAL FEDERATION  
OF THE BLIND  
Live the life you want.

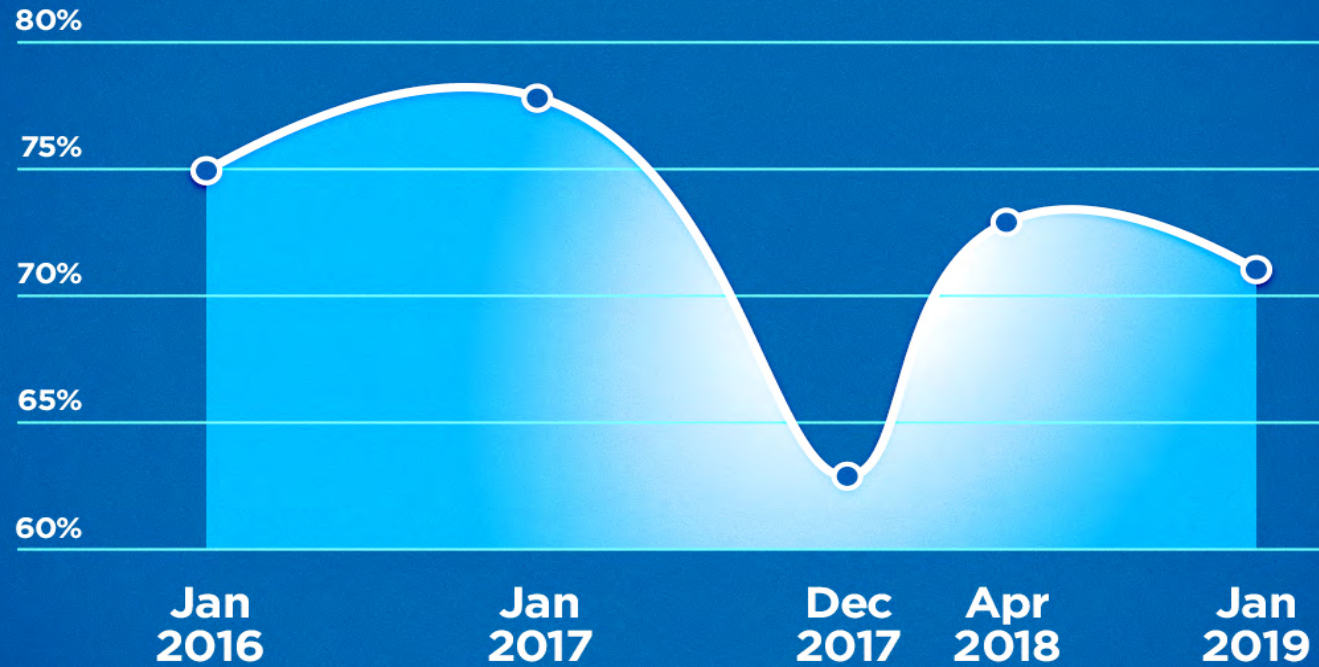
**CRUISE**





AAA  
Automated Vehicle  
Engagement

# Percentage of Drivers Afraid to Ride in a Fully Self-Driving Vehicle





# Driver assistance

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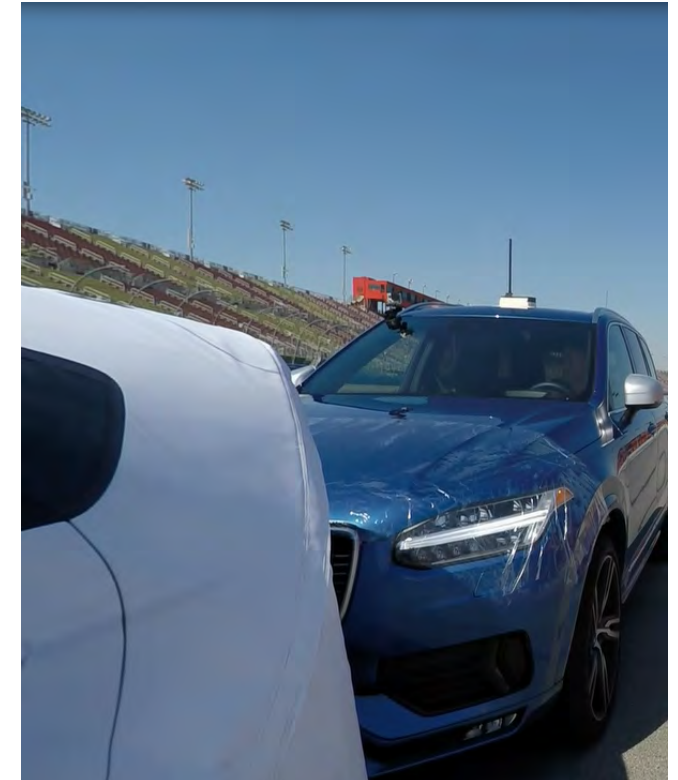
## Adaptive Cruise Control



## Self Parking



## Automatic Emergency Braking

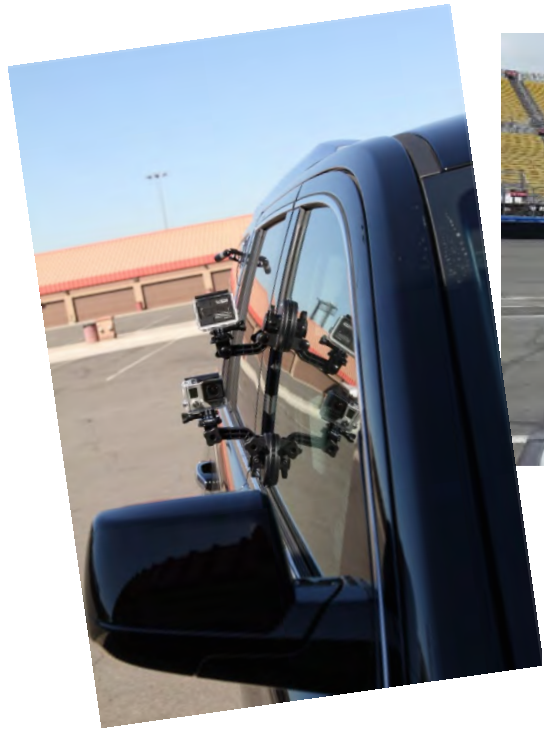




AAA and  
the AAA Foundation  
for Traffic Safety  
AV Research



# AAA'S ADAS Testing



**BLIND-SPOT MONITORING • AUTOMATIC EMERGENCY BRAKING • SELF-PARKING • LEVEL 2 AUTOMATED SYSTEMS • REAR CROSS-TRAFFIC ALERT • LANE DEPARTURE WARNING • ADAPTIVE CRUISE CONTROL**



# Marketing Names are Aspirational

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There are as many as

# 40 TERMS

for automatic emergency braking



# Knowledge Gap can Lead To Misuse



**25%**

of drivers using forward collision warning or lane-departure warning feel comfortable engaging in other tasks while driving



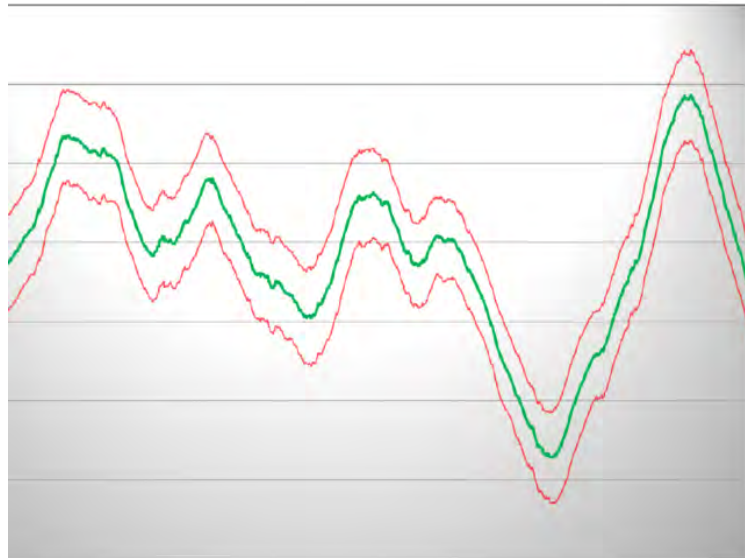
# Upcoming Research

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# Better Understand how L2 Vehicles Operate

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Closed-course and naturalistic  
**REAL-WORLD**  
driving scenarios



# Improper Driving Behavior

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Change in driver behavior due to interactions with advanced driver assistance systems

# **DISTRACTION, FATIGUE**





New technology will help reduce collisions and injuries... but it's a long road to full autonomy.





Thank You

