



Benefits and Challenges of the Autonomous Vehicles: The Consumer Perspective

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AAA

Overview

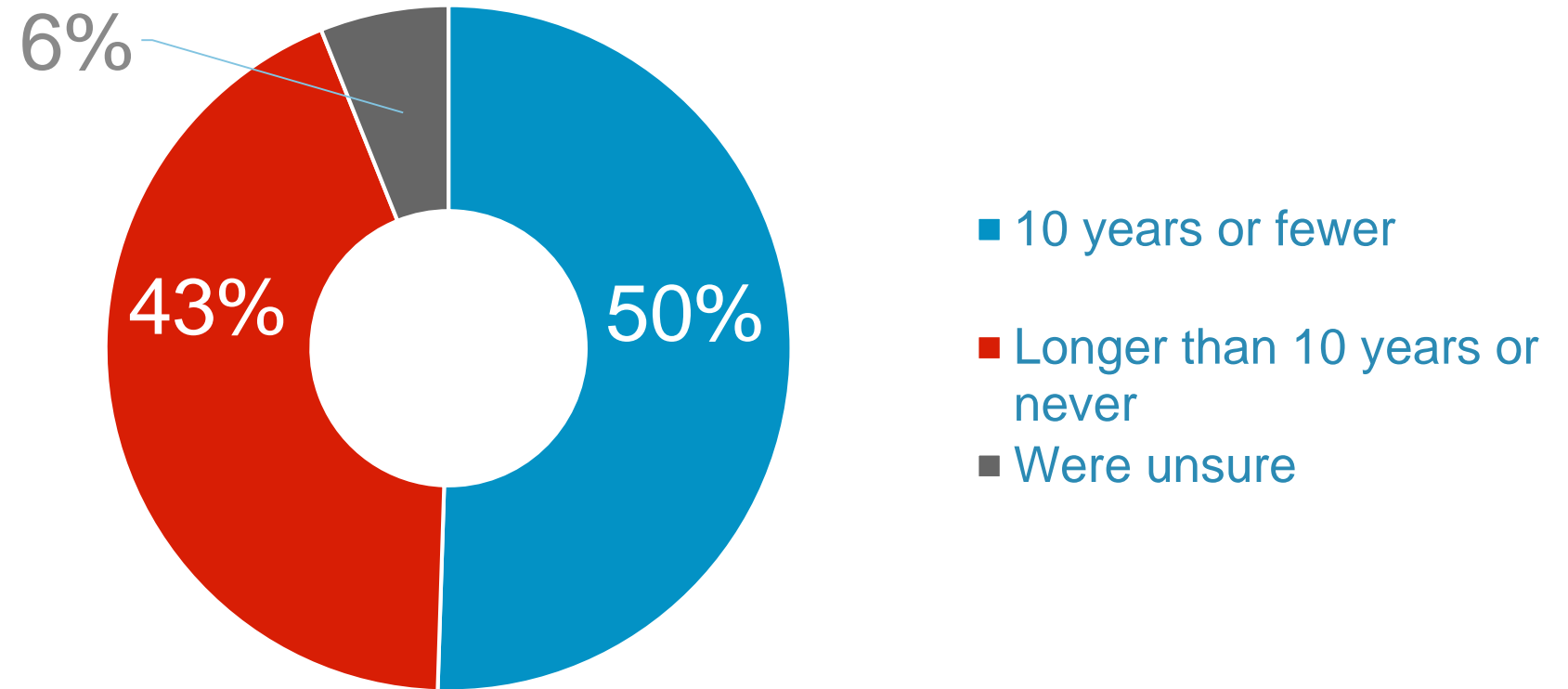
- 01 Safety Impact
- 02 Public Opinion
- 03 Consumer Confusion
- 04 Consumer Acceptance

Safety Landscape

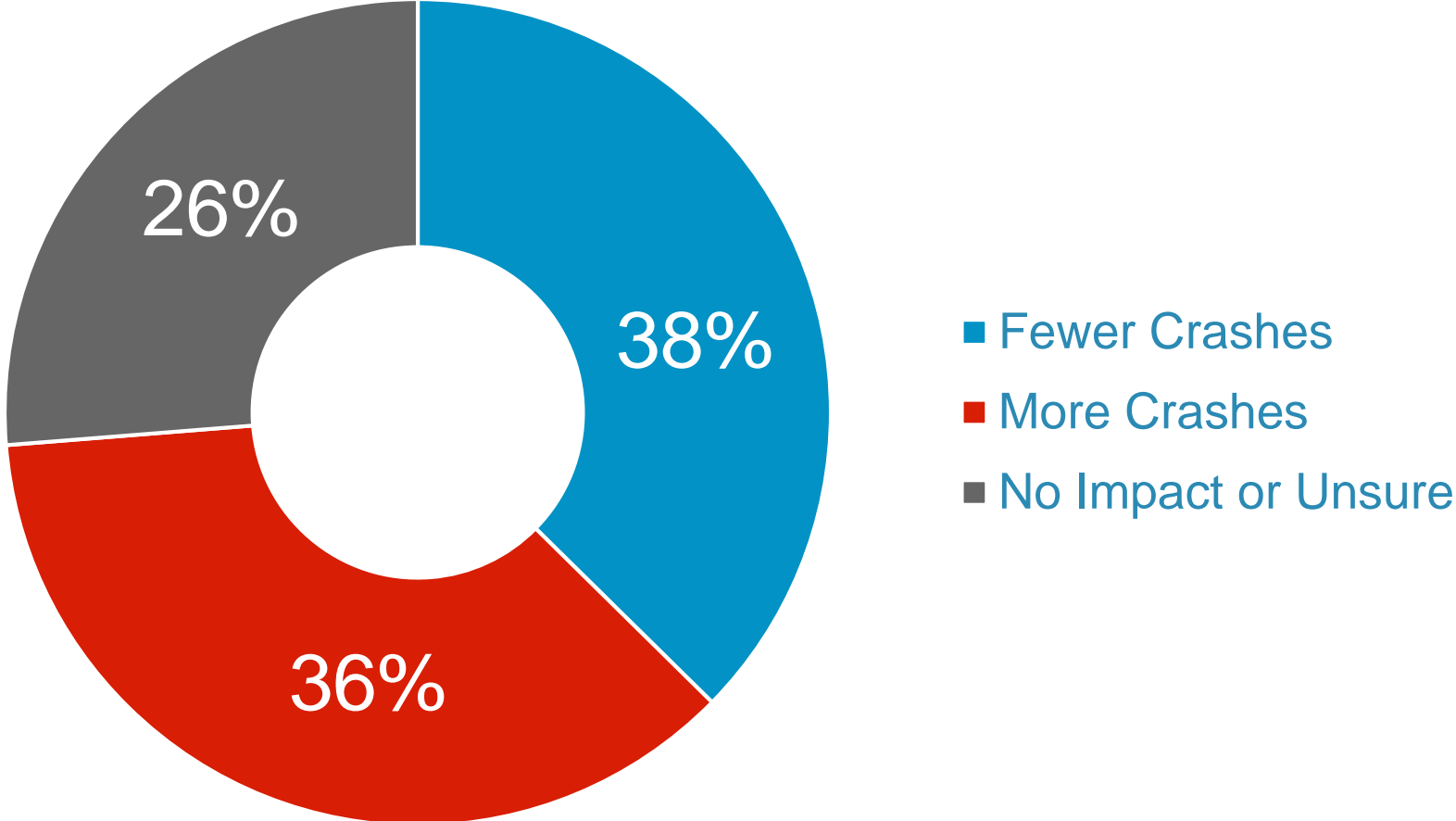
94% of crashes
INVOLVE HUMAN ERROR



How Soon Can You Imagine Riding in a Fully Autonomous or Self-Driving Vehicle?



What Impact Will AVs Have on Roadway Crashes?

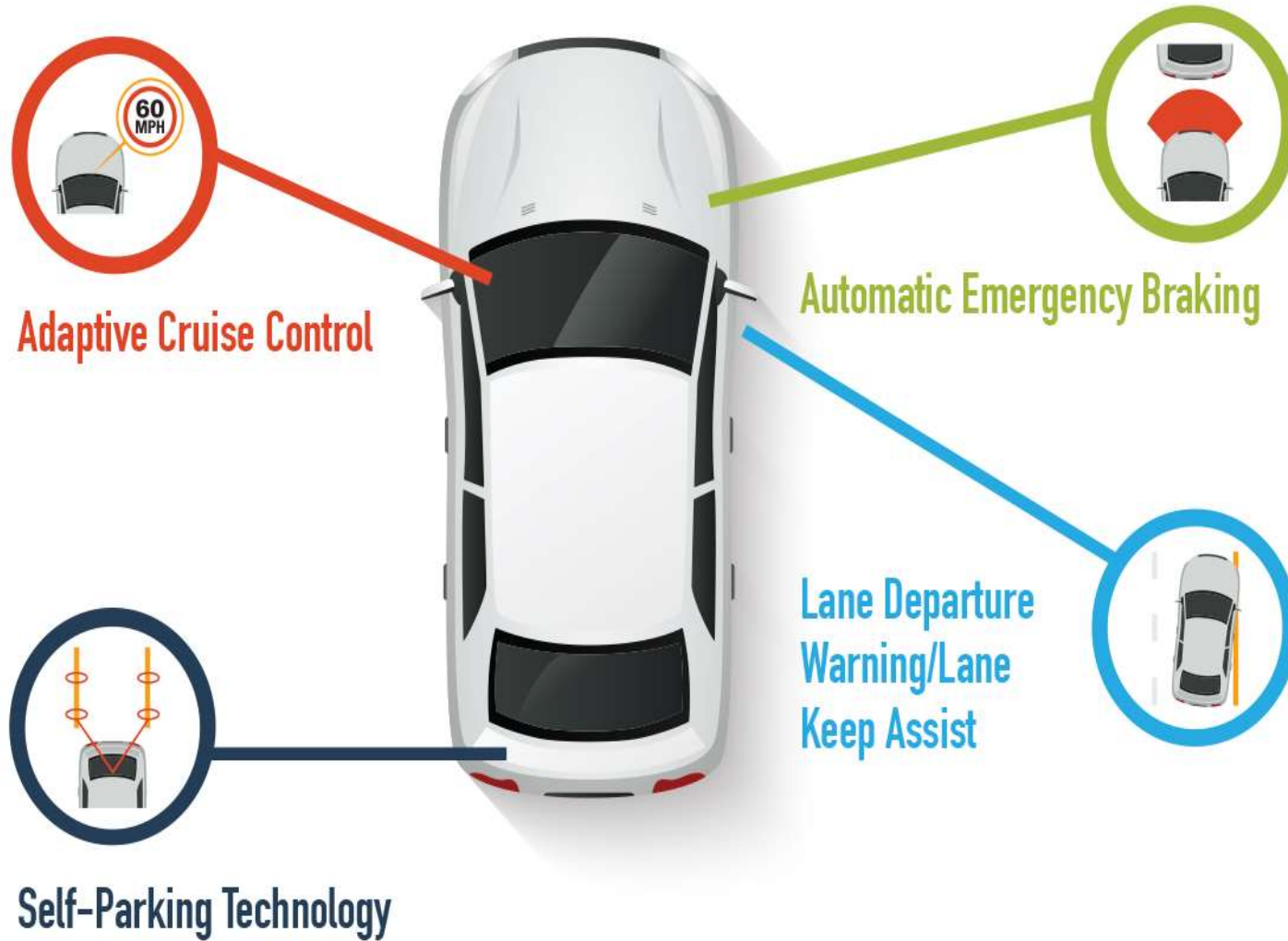


AAA found that 3 out of 4 U.S. drivers report feeling “AFRAID” to ride in a self-driving vehicle.

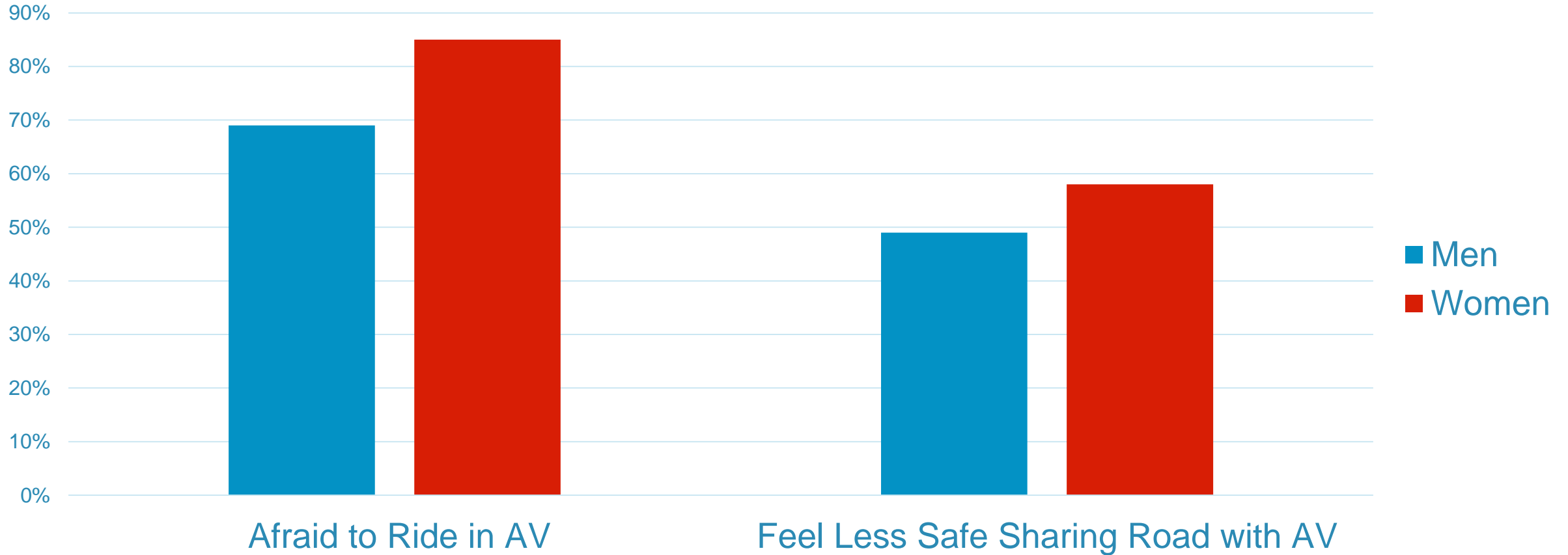
Half of U.S. drivers would feel “less safe” sharing the road with a self-driving vehicle.



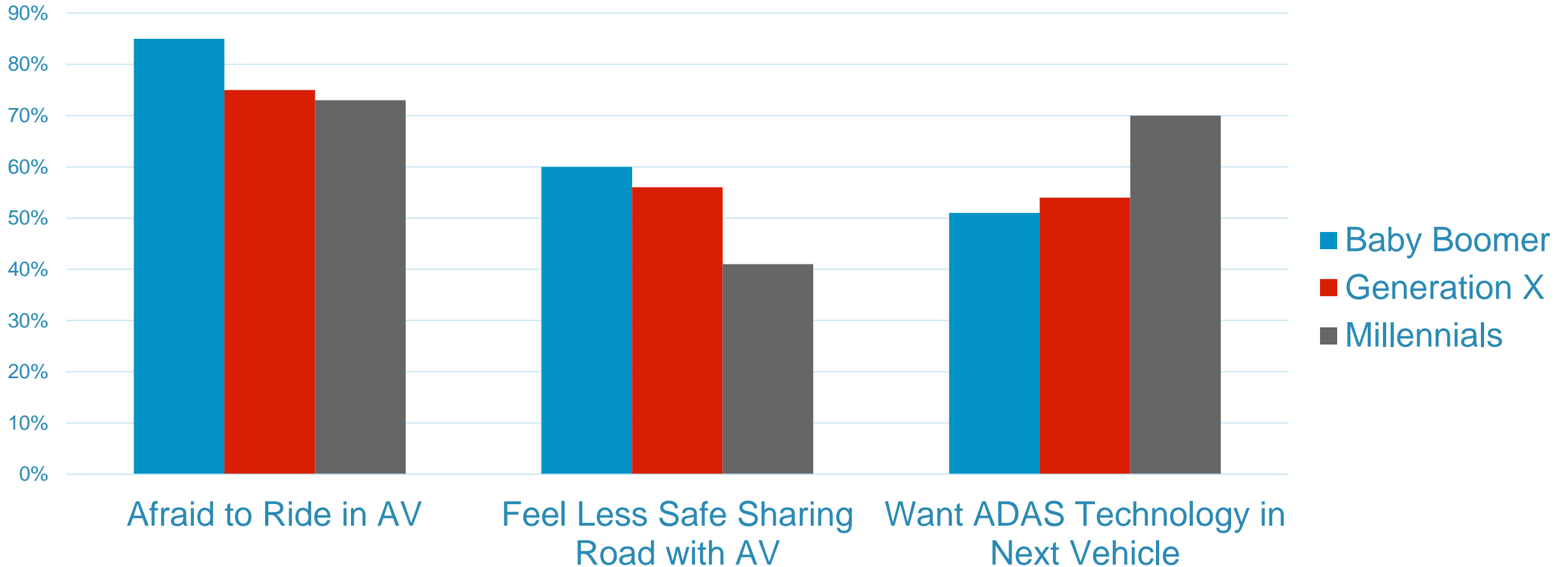
The **majority (59%)** of U.S. drivers **want** advanced driver assistance technology in their next vehicle.



Public Opinion – Gender



Public Opinion - Generations



Consumer Confusion

Auto Pilot



Pilot Assist



Driver Pilot



Federal Action



**House of Representatives:
SELF DRIVE Act**



Senate: AV START Act



**National Highway Traffic Safety
Administration (NHTSA): AV
Guidelines 2.0**

Congressional AV Legislation



House Bill

Within 3 years, DOT must complete research on effective consumer education efforts, then issue a rule for automakers to inform consumers of level 2 technologies and higher

Senate Bill

DOT must establish a working group to cover consumer education topics in a report to Congress within 2 years of enactment. No rulemaking required

NHTSA Voluntary AV Guidelines




These guidelines highlight the need for consumer education and training, especially when considering the sophistication of automated driving systems

- “Education and training is imperative for increased safety during the deployment of automated driving systems.”
- “Consumer education programs are encouraged to...include explicit information about what automated driving systems is capable and not capable of....”


NTSB Tesla Findings

The NTSB determined the operational design of the Tesla's vehicle automation permitted the car driver's overreliance on the automation...allowed prolonged disengagement from the driving task and enabled the driver to use it in ways inconsistent with manufacturer guidance and warnings.



NATIONAL TRANSPORTATION SAFETY BOARD

NTSB Press Release
National Transportation Safety Board Office of Public Affairs



Driver Errors, Overreliance on Automation, Lack of Safeguards, Led to Fatal Tesla Crash

9/12/2017

WASHINGTON (Sept. 12, 2017) — The National Transportation Safety Board determined Tuesday that a truck driver's failure to yield the right of way and a car driver's inattention due to overreliance on vehicle automation are

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NO ONE KNOWS WHAT A SELF-DRIVING CAR IS, AND IT'S BECOMING A PROBLEM



Let's Talk Self-Driving

Self-driving cars can transform our lives.

Imagine climbing into the backseat of a car and just pushing a button to go. You don't have to drive at all. Your driver—the car—handles all of it, while staying constantly vigilant and seeing 360 degrees all around you. Everyone moves around safely, drunk and distracted driving become a thing of the past and we all get time back in our day.

The Road to Consumer Acceptance



- Safety first
- Public education & truth in advertising
- Driver training
- Standardization of nomenclature/terminology
- Harmonization of laws
- Data sharing, protection and transparency
- Include consumer perspective in policy discussions
- Long-term commitment



Thank You

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