



*The Auto
Club Group*

Automated Vehicle Update

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AAA – The Auto Club Group



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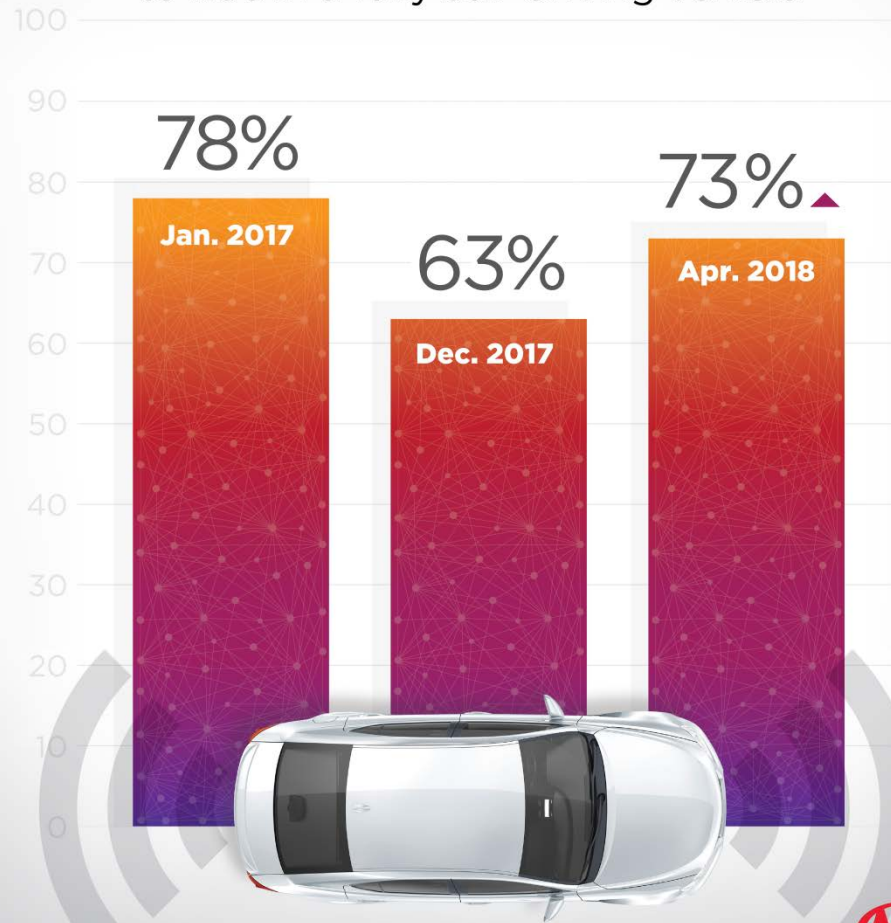
AAA National Survey Measuring Attitudes Towards AVs

To understand consumer attitudes toward autonomous vehicles and similar technology, AAA pursued three lines of inquiry:

- Are U.S. drivers comfortable with the idea of riding in a fully self-driving car?
- Are U.S. drivers comfortable with the idea of sharing the road with a self-driving car while walking or riding a bike?
- Do U.S. drivers want semiautonomous technologies in their next vehicle?



Percentage of U.S. drivers that would be afraid to ride in a fully self-driving vehicle



newsroom.aaa.com



Other Key Findings

- Women (83%) are more likely to be afraid than men (63%).
- 64% of Millennial drivers would be too afraid to ride in a fully self-driving vehicle, up from 49% at the end of 2017. This represents the largest increase of any generation surveyed.
- 63% of U.S. drivers would feel less safe sharing the road with fully self-driving cars while walking or riding a bike. 26% feel it makes no difference, while 9% would feel safer and 2% are unsure.
- 55% of U.S. drivers want semi-autonomous vehicle technology in the next vehicle they buy or lease.



Self-Driving Crashes Impacting Driver Attitudes Toward AVs

- Tesla Model S, January 2016 – 1st AV fatality in China where vehicle rear-ended a cleaning truck
- Tesla Model S, May 2016 – Florida fatality where vehicle struck semi tractor trailer crossing road
- Uber self-driving Volvo, March 2018 – 1st pedestrian fatality
- Tesla Model X, March 2018 – AV fatality involving concrete highway divider



Drivers don't understand **limitations** of vehicle safety technology.

Source: AAA Foundation for Traffic Safety



AAA Foundation for Traffic Safety surveyed drivers who recently purchased a 2016 or 2017 model-year vehicle with advanced driver assistance systems (ADAS).

- **Blind spot monitoring:** 80% of drivers did not know the technology's limitations or incorrectly believed that the systems could monitor the roadway behind the vehicle or reliably detect bicycles, pedestrians and vehicles passing at high speeds.
- **Forward collision warning and automatic emergency braking:** 40% of drivers did not know the system's limitations, or confused the two technologies – incorrectly reporting that forward collision warning could apply the brakes in the case of an emergency when the technology is only designed to deliver a warning signal.



Other Key Findings

- About 25% of drivers using blind spot monitoring or rear cross traffic alert systems report feeling comfortable relying solely on the systems and not performing visual checks or looking over their shoulder for oncoming traffic or pedestrians.
- About 25% of vehicle owners using forward collision warning or lane departure warning systems report feeling comfortable engaging in other tasks while driving.





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As vehicles evolve and have minds
of their own, driving safety remains
at the heart of all we do.



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Thank you!

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