



Reaching Zero Crashes: A Dialogue on the Role of Current Advanced Driver Assistance Systems

October 27, 2016 / 8:30 AM – 5:00 PM / Washington, DC

8:30 a.m. – 9:00 a.m. Opening Remarks:

The Honorable Earl Weener, NTSB / Deborah Hersman, National Safety Council

9:00 a.m. – 9:50 a.m. SESSION 1

Defining ADAS – Features, Benefits and Availability

- Insurance Institute for Highway Safety – *Features, benefits, and capabilities of AEB, FCW, LDW, Blind Spot Detection, Advanced Headlights*
- AAA National – *AAA perspective on benefits of AEB, blind spot, LDW*
- Highway Loss Data Institute – *Integration of ADAS into the passenger fleet*

9:50 a.m. – 10:00 a.m. Q & A

10:00 a.m. – 10:10 a.m. Break

10:10 a.m. – 11:00 a.m. SESSION 2

Human Factors and Driver Interaction with ADAS

- University of Iowa – *Driver perceptions of ADAS (“My Car Does What” survey)*
- University of Michigan, Transportation Research Institute – *Overview of behavioral adaption research related to new safety technologies*
- Volvo – *Considerations for driver attention and vehicle technologies*

11:00 a.m. – 11:10 a.m. Q & A

11:10 a.m. – 11:20 a.m. Break

11:20 a.m. – 12:00 p.m. SESSION 3

Education and Promotion of ADAS



- **State Farm – *The driver’s role and importance of consumer education***
- **Global Automakers – *Role of auto industry in advancing ADAS***
- **Advocates for Highway and Auto Safety – *Role of advocates in educating consumers and key messages regarding technology benefits/uses***
- **Property Casualty Insurer’s Association – *Role of insurance companies in promotion and consumer education, incentives considerations***

12:00 p.m. – 12:10 p.m. Q & A

12:10 p.m. – 1:00 p.m. Lunch Break

1:00 p.m – 1:50 p.m. SESSION 4

Consumer Tools and Resources

- **NHTSA – *Role of New Car Assessment Program (5-Star Safety Ratings) in educating consumers about ADAS***
- **Consumer Reports – *How trade publications are educating consumers on technologies***
- **Kelly Blue Book – *How online tools can educate auto buyers***
- **US News & World Report – *How mass media is rating/spreading the word to consumers***

1:50 p.m. – 2:00 p.m. Q & A

2:00 p.m. – 2:10 p.m. Break

2:10 p.m. – 3:00 p.m. SESSION 5

Driver Training

- **National Automobile Dealers Association – *Role of dealers and dealer strategy in training their sales staff and the car buyers***
- **AARP – *How AARP is training seniors on ADAS features/benefits***
- **American Driver and Traffic Safety Education Association – *How traffic safety educators are training drivers of all types, especially teens***

3:00 p.m. – 3:10 p.m. Q & A



3:10 p.m – 3:20 p.m. Break

3:20 p.m. – 4:30 p.m. SESSION 6

Roundtable Discussion & Industry Commitments

4:30 p.m. – 4:45 p.m. Closing Remarks