



ADVOCATES  
FOR HIGHWAY  
& AUTO SAFETY

## *Driving Down Distractions*



**Advocates for Highway and Auto Safety**

**Catherine Chase, President**

July 14, 2018

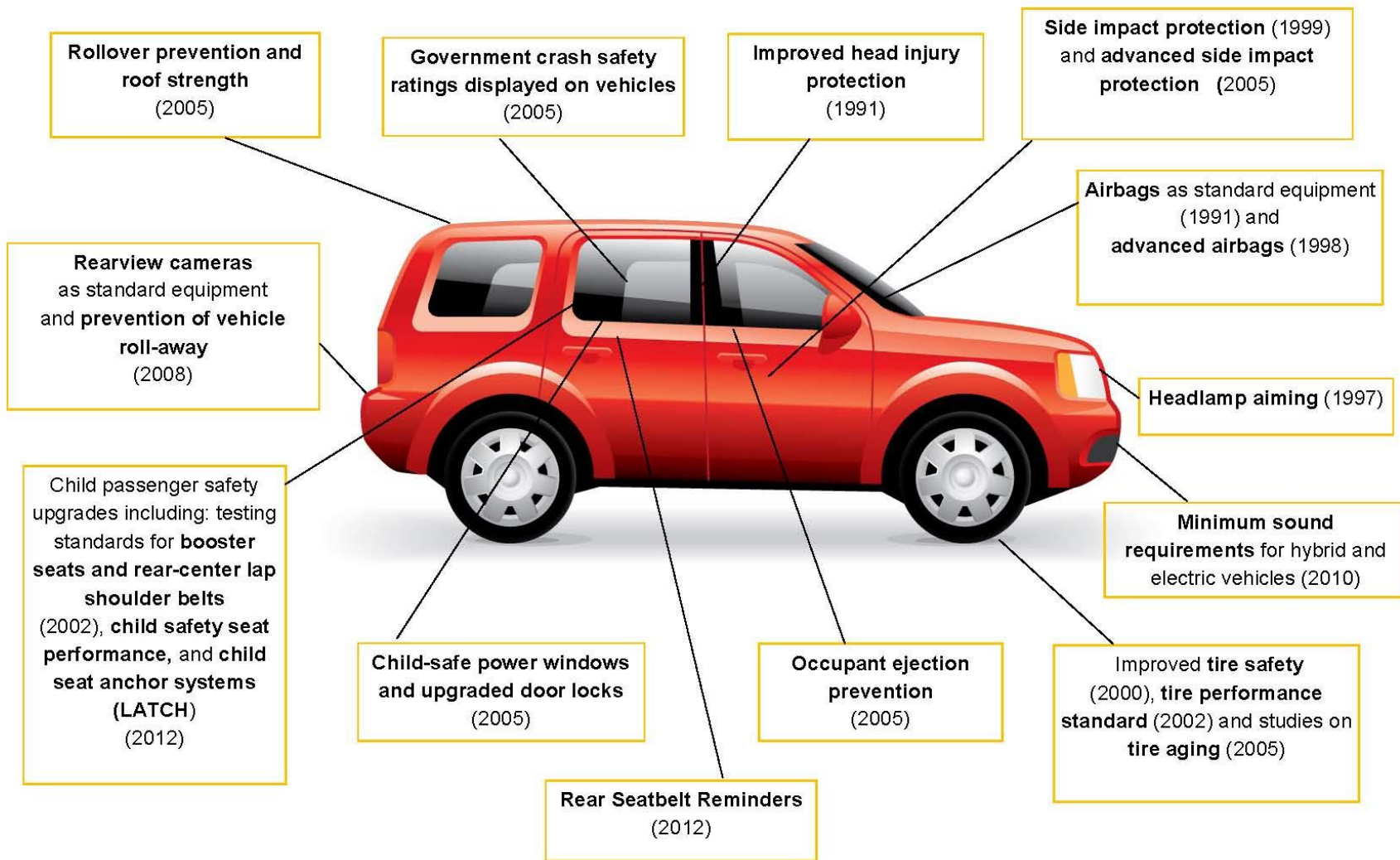
## **Driving the Safety Agenda: *Accelerating Solutions, Putting the Brakes on Problems, Getting Results***

### **Advocates is Unique:**

- Our Board:
  - Leading P&C Insurers
  - Public Health, Consumer & Safety Groups & Experts
- Our Focus:
  - Safer Drivers, Passengers & Road Users
  - Safer Vehicles
  - Safer Roads
- Our Strategy:
  - State Legislatures
  - Congress
  - Administration/Regulatory Issues



# Nearly 30 Years of Safety Advocacy





## 2016 National Data:

- **37,461** people were killed on our nation's roads in 2016 (NHTSA), a 5% increase from 2015
- **\$836** billion annual cost to society (NHTSA)
- **\$784** annual “**crash tax**”
  - **9%** of all fatal crashes reported as distraction-affected crashes (NHTSA)
  - **3,450** people killed in crashes involving a distracted driver (NHTSA)
  - Distraction affected crashes imposed an economic cost of **\$40 billion**

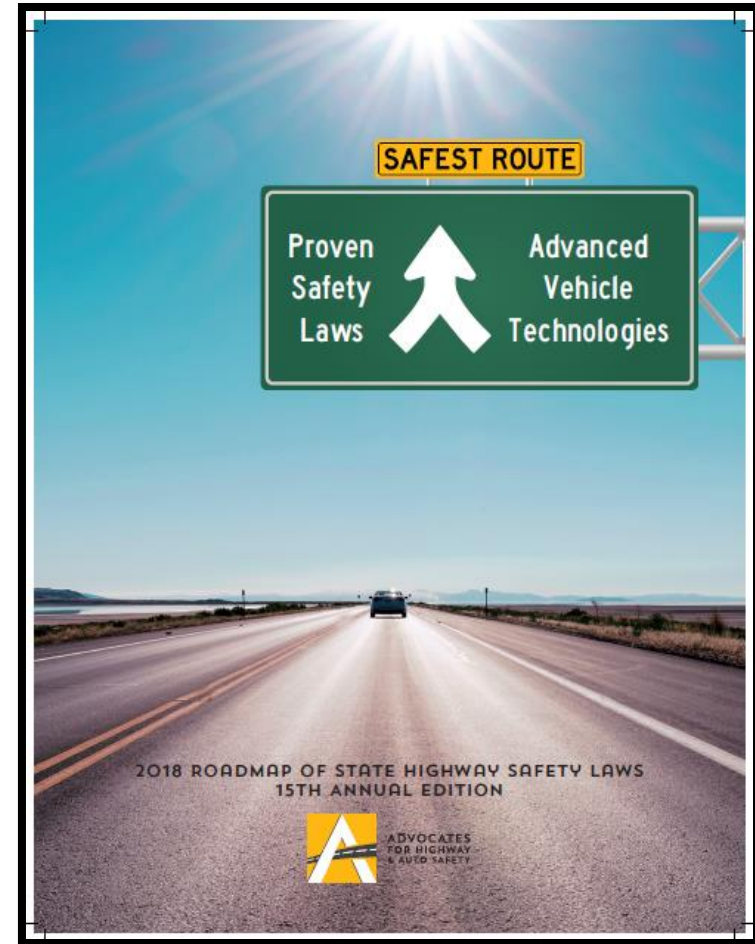
# What is Advocates' Approach?

*Safer Drivers, Passengers  
and Road Users*

**Comprehensive Traffic Safety  
Program**

**Annual Roadmap of State  
Highway Safety Laws**

**Federal Incentive Grants**





# What is Advocates' Approach?

## Safer Vehicles

### Forward collision warning



- ▼ 27% Front-to-rear crashes
- ▼ 20% Front-to-rear crashes with injuries
- ▼ 9% Claim rates for damage to other vehicles
- ▼ 16% Claim rates for injuries to people in other vehicles

### Forward collision warning plus autobrake

- ▼ 50% Front-to-rear crashes
- ▼ 56% Front-to-rear crashes with injuries
- ▼ 13% Claim rates for damage to other vehicles
- ▼ 23% Claim rates for injuries to people in other vehicles



### Lane departure warning

- ▼ 11% Single-vehicle, sideswipe and head-on crashes
- ▼ 21% Injury crashes of the same types

### Blind spot detection

- ▼ 14% Lane-change crashes
- ▼ 23% Lane-change crashes with injuries
- ▼ 7% Claim rates for damage to other vehicles
- ▼ 8% Claim rates for injuries to people in other vehicles



### Rear automatic braking

- ▼ 62% Backing crashes
- ▼ 12% Claim rates for damage to the insured vehicle
- ▼ 30% Claim rates for damage to other vehicles

### Rearview cameras

- ▼ 17% Backing crashes

### Rear cross-traffic alert

- ▼ 22% Backing crashes





# What is Advocates' Approach?

## Safer Roads

- More funding for enforcement
- Better data
- Automated enforcement systems
- Reasonable speed limits
- Infrastructure improvements for all roadway users





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# New Communication Device Uses, New Issues?

*Lawmakers want to update distracted driving law for Facebook and Snapchat era*

**GeekWire**

Tornado victim died while on FaceTime with her husband

**CBS NEWS**

PSA: Stop Posting to Your Instagram and Snapchat Stories Behind the Wheel



Woman is filmed watching episode of Masterchef behind the wheel of her car

**EveningStandard.**





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## ***AVs: Do We Still Need to Worry About Distraction?***



***Uber safety driver of fatal self-driving crash was  
watching Hulu, not the road***





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# Is Our Tech Addiction by Design?

**VARIETY**



*March 13, 2018*

***Hooked on Hardware? Tech Giants Face Tough Questions Over Device Addiction***



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*For more information please visit*

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