Consumer Information Program
Feasibility Study for Heavy Trucks

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Presentation Outline

- Introduction
- Focus Groups
- Interviews with Industry
- Summary
Introduction

• Several on-board safety systems have the potential to enhance heavy truck safety

• Examples of On-board Safety Systems:
  - Forward Collision Warning
  - Collision Mitigation Systems
  - Lane Departure Warning
  - Side Collision Warning
  - Vehicle Stability Systems
Introduction

Heavy Truck Crashes 2008 GES

Vehicle Stability Systems
Lane Departure Warning

Other 23%
Lane change 25%
Rear-end 18%
Crossing paths 18%
Off-roadway 16%

US Breakdown of 179,200 Combination-Unit Truck crashes from 2008 General Estimates Survey
Other includes: Other 8%, Backing 5%, Opposite direction 5%, Animal 2%, Object 1%, and Unidentified 1%
Introduction

- A program designed to provide consumer information to trucking fleets and others can help encourage adoption of advanced safety technologies and compliment regulatory approaches.

- Gauge interest in and need for a central hub of heavy truck safety technology information.

- Determine what type of information would be the most useful.

- Explore methods for marketing the proposed hub.
Interviews with Industry

Interviews were conducted with the following industry experts:

- Truck Manufacturing/Suppliers (3)
- Trucking Safety Group
- Trucking Association
- Truck Research Organization
- Insurance Group
Interviews with Industry

- There is generally low awareness about advanced safety technologies.
- Safety technologies are viewed as a cost with low Return On Investment (ROI) slowing adoption.
- Owner/Operators are particularly sensitive to the cost impacts.
- Large fleets are most likely to adopt advanced technology first.
- Would like to see NHTSA recommend technologies.
Interviews with Industry

- There is no current central resource of information on heavy truck safety technologies*
- All interview participants agreed the industry would benefit from such a resource
- In-use data on how this technology is performing in the field will be necessary to confirm effectiveness
- Rating the effectiveness of safety systems is a good idea
- Need for terminology to be standardized
- Tie information campaign to the relevant crash types

*FMCSA has an On-board Safety Systems Product Guide but it is not centrally located
Focus Groups

Great American Truck Show in Dallas, TX

15 participants total

2 Focus Groups

- Owner/Operators (8)
- Fleet Managers (7)
Focus Groups

- There is “awareness” but little specific knowledge about advanced safety technologies.

- Both Owner/Operators and Fleet Managers felt that advanced safety technologies are important.

- Few have purchased technologies because of high cost and low perceived ROI.

- Partnering with industry would enhance credibility.
Focus Groups

When purchasing safety technologies there are many considerations:

Owner/Operators

- ROI
- Cost
- Reliability and maintainability
- Effectiveness
- Interfaces/compatibility

Fleet Managers

- ROI
- Adaptability/retrofit
- Reliability and maintainability
- Liability
- Cost
Many sources are used to learn about safety technology:

**Owner/Operators**
- Truck Stops
- Overdrive magazine
- Satellite radio – trucker centric station
- Truck shows
- Owner Operator Independent Drivers Association

**Fleet Managers**
- Transport Topics
- Truckers.com
- Truck manufacturing websites
- Commercial Carrier Journal
- Land Line
Focus Groups

- Both groups, especially Owner/Operators, would like to know more about advanced safety technologies.
- Both groups rely on multiple sources to get their information including: truck shows, magazines, and web sites.
- Concept of a central hub of information about advanced technologies is viewed as extremely helpful.
- Majority prefer the hub be developed as an online website.
- Supplement website with more traditional outreach and marketing programs.
Summary

- Low awareness of on-board safety systems
- Cost is at the forefront and is the main barrier to widespread implementation
- Effectiveness based on in-use fleet data is an important piece
- Many sources are used to communicate to audience but an online website is preferred
- Supplement website with traditional outreach
- Coordinate with FMCSA
- Partner with industry
Thank you for your attention!

Questions?
For Further Information

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