Transportation: Everywhere, Everyone
NHTSA’s Lifesaving Mission

Reduce deaths, injuries and economic losses resulting from motor vehicle crashes
On US Roadways in 2014...

- 32,675 lives lost*
- 2.3 million injuries
- 6.1 million crashes

*95% of all transportation fatalities
94% related to human error/choice
Fatalities: 9.3 % estimated increase
• 25% decrease in fatalities over 10 years: Continue effective strategies!

• 2015 estimated increase: Need new tools!!
Technology Saves Lives

FIGURE 2-2: ACTUAL VERSUS POTENTIAL CAR/LTV OCCUPANT FATALITIES, 1960-2012
Technology Saves Lives

613,501

(1960-2012)

NHTSA
Two Opportunities . . .

• Automated Safety Technology

• Human Choices

Foundation: education/laws/enforcement
No Automation: Level 0

Function-specific Automation: Level 1

Combined Function Automation: Level 2

Limited Self-Driving Automation: Level 3

Full Self-Driving Automation: Level 4

NHTSA
Safety Technologies

- Forwards Collision Avoidance and Mitigation
- Lane Keeping Support
- Forward Collision Warning
- Frontal Pedestrian Impact Mitigation Braking
- Lane Departure Warning
- Automatic Crash Notification
- Electronic Stability Control
- Rearview Video System (Backup Camera)
- Vehicle-to-Vehicle Communication (V2V)
- Forward Collision Avoidance and Mitigation
- Lane Keeping Support
- Frontal Pedestrian Impact Mitigation Braking
- Lane Departure Warning
- Automatic Crash Notification
- Electronic Stability Control
- Rearview Video System (Backup Camera)
- Vehicle-to-Vehicle Communication (V2V)
Vehicle to Vehicle (V2V): Connected Automation

- **Forward Collision**
- **Do Not Pass**
- **Lane Change/Blind Spot**
- **Intersection**
Objective
A non-invasive, seamless technology to measure driver BAC and reduce the incidence of drunk driving
DOT/NHTSA Efforts: In Six Months . . .

- Develop deployment guidance
- Create model state policy
- Identify new tools
- Structure current tools
• Historically: reduce severity/mitigate injury/medical attention

• Proactive safety: avoid the crash