

**Remarks Delivered by**  
**David Strickland, Administrator**  
**National Highway Traffic Safety Administration**  
**Advocates for Highway and Auto Safety Board**  
**Washington, DC**  
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**Thank you for that kind introduction. Secretary LaHood regrets that he's unable to address the Board today. I can't pretend to fill his shoes. But I am honored to join Administrator Ferro this afternoon and discuss some of NHTSA's efforts to address highway safety issues that concern us all.**

**I'll start with the epidemic of distracted driving, which as you know is exacting a heartbreaking toll, with more than 3,000 deaths and 416,000 injuries in 2010. NHTSA**

**is working hard on both behavioral and technological approaches to reduce distraction.**

**In June, we took a big step forward with the release of our “Blueprint for Ending Distracted Driving.” We know that combining good laws with strong law enforcement and an effective public education campaign works.**

**We’re now building on the success of our 2011 distracted driving pilot projects (in Hartford and Syracuse) by investing \$2.4 million in grants for expanded “Phone in One Hand, Ticket in the Other” pilot projects in California and Delaware.**

**In addition to our focus on behavior, NHTSA is working to understand the driver-machine interface. Last Spring we announced a proposal to create specific distraction**

**guidelines for automakers to help them develop in-vehicle electronic devices that provide the features consumers want, without distracting the driver's attention.**

**Challenging the auto industry to reduce the potential for distraction is a slow process, but an important component of our campaign. Like the initiative to enact and enforce distracted driving legislation in all of the states, it will take a sustained effort over time to achieve our goal.**

**Improving motorcoach safety is a DOT priority. The US DOT Motorcoach Safety Action plan describes the efforts of NHTSA and FMCSA on this issue. NHTSA has**

**issued a proposal to require lap-shoulder seatbelts on motorcoaches and plans to issue a final rule soon.**

**We have also proposed the first federal motor vehicle safety standard to require electronic stability control systems on motorcoaches as well as large commercial trucks and other large buses. Agency research shows that this technology could prevent up to 56 percent of rollover crashes each year—the deadliest among all crash types—and another 14 percent of loss-of-control crashes. In addition, we plan to issue a proposal to improve the structural integrity of motorcoaches during rollover crashes.**

**NHTSA is also conducting research and considering regulations on a variety of motorcoach safety provisions**

**in MAP-21. These include: upgrading evacuation and fire standards, as well as advanced crash avoidance technologies such as forward collision and lane departure warnings.**

**I'd now like to touch on some of the Agency's long-term safety goals. NHTSA has been working to create a new safety era that will feature safer vehicle designs and apply emerging technologies. Our goal is to realize the promise of preventing crashes from occurring in the future.**

**In recent years we've seen incremental advances in this work. For example, NHTSA has made a significant research investment in the potential applications of Assisted Automation types of technologies, including**

**forward collision warning, crash imminent braking, and lane departure warning. The agency is encouraging manufacturers to install some of these technologies on vehicles through its New Car Assessment Program (NCAP) and is actively engaged in research that will help us decide whether to incorporate some of them into our regulatory regime.**

**We have also partnered with the Research and Innovative Technologies Administration (RITA) Intelligent Transportation Systems Joint Program Office in testing the next generation of vehicle-to-vehicle communications (V2V) that may soon prevent many crashes.**

**V2V technologies enable cars to automatically send and receive warnings about impending crashes so that**

**drivers can take action to avoid a collision. This technology has the potential to address approximately 80 percent of the vehicle crash scenarios involving unimpaired drivers.**

**Since 2011, NHTSA and our research partners have been conducting Safety Pilot driver clinics that measure how drivers respond to in-car collision warnings: “Do not pass” alerts, warnings that a vehicle ahead has stopped suddenly, and similar safety messages. An overwhelming majority of drivers who have experienced these safety features (9 out of 10) have a highly favorable opinion of their safety benefits and would like to have them on their personal vehicle.**

**In August, Secretary LaHood launched the second phase of our V2V and V2I research—a real-world field test that will continue through the summer of 2013. This effort is based in Ann Arbor, Michigan, and includes nearly 3,000 cars, trucks, and buses equipped with vehicle-to-vehicle communications technology.**

**I've addressed a number of issues related to DOT's commitment to a strong transportation future, so I'll end with a few words about MAP-21. As you know, in July the President signed the bipartisan MAP-21 legislation into law. Now we truly are "Moving Ahead Through Progress" on a number of fronts. As NHTSA Administrator, I am delighted to report that MAP-21 supports our diverse safety agenda by including a grant program to combat distracted driving and a new focus on teen driver safety.**



**MAP-21 also provides states and communities with two years of steady funding and the certainty they need to invest in critical road, bridge, and transit projects. As we implement the bill, we are working to ensure that local communities are able to build the multimodal, sustainable projects they want—transportation options ranging from passenger rail and transit to bicycle and pedestrian paths.**

**I will end by noting that Map-21 contains very important provisions that enhance NHTSA's safety authority. For example, it expands our authority to prevent defective vehicles and equipment from being imported into the country and allows us to conduct inspections at ports. It requires NHTSA to make recall information searchable by the vehicle identification**

**number (VIN), for which we just issued a proposed rulemaking. And finally, it increases civil penalties for vehicle manufacturers that fail to meet their reporting or compliance obligations from the current maximum of \$17,350,000 to \$35 million.**

**Thank you.**