

Consumer Information Program Feasibility Study for Heavy Trucks

Jim Funke, Mike Joyce, NHTSA

Dr. Dee Allsop, Jeffrey Conley, Stratacomm LLC

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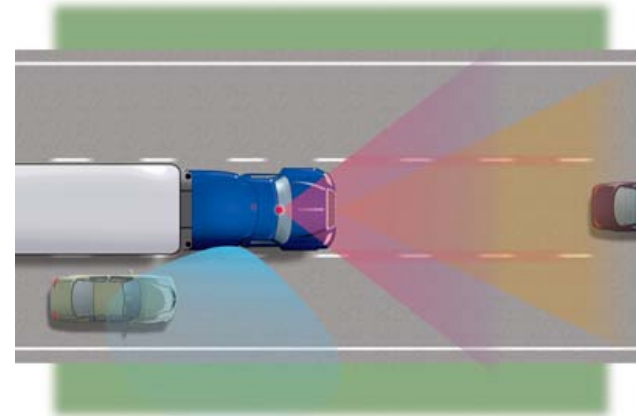
Presentation Outline

- Introduction
- Focus Groups
- Interviews with Industry
- Summary



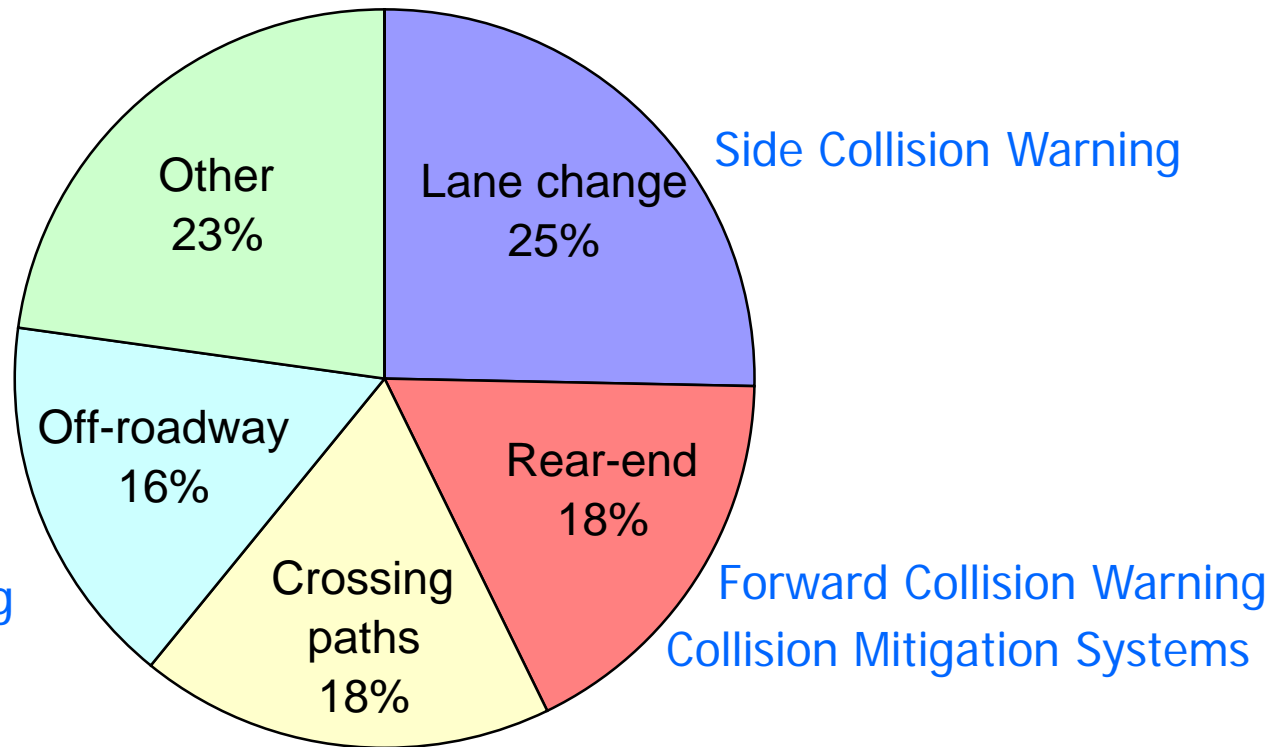
Introduction

- 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



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



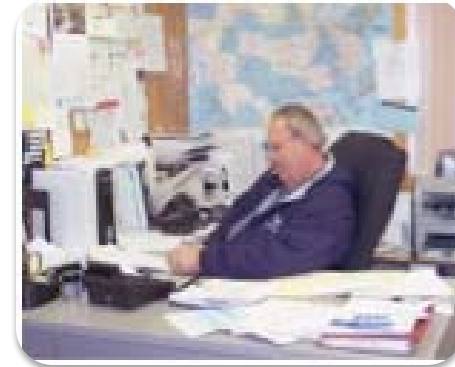
Focus Groups

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:

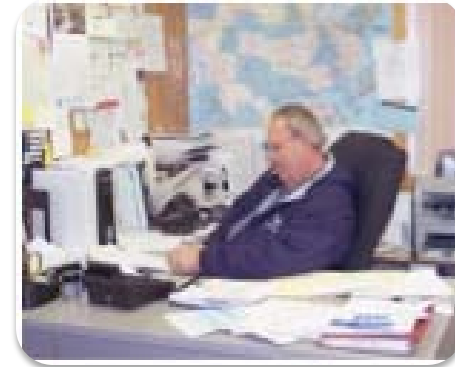
Owner/Operators

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



Fleet Managers

- ⌘ ROI
- ⌘ Adaptability/retrofit
- ⌘ Reliability and maintainability
- ⌘ Liability
- ⌘ Cost



Focus Groups

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

Jim Funke

Research Engineer

Office of Applied Vehicle Safety Research

Crash Avoidance and Heavy Truck Research Division (NVS-322)

james.funke@dot.gov

(202) 366-5213

Mike Joyce

Marketing Specialist

Office of Consumer Information (NPO-520)

mike.joyce@dot.gov

(202) 366-5600

