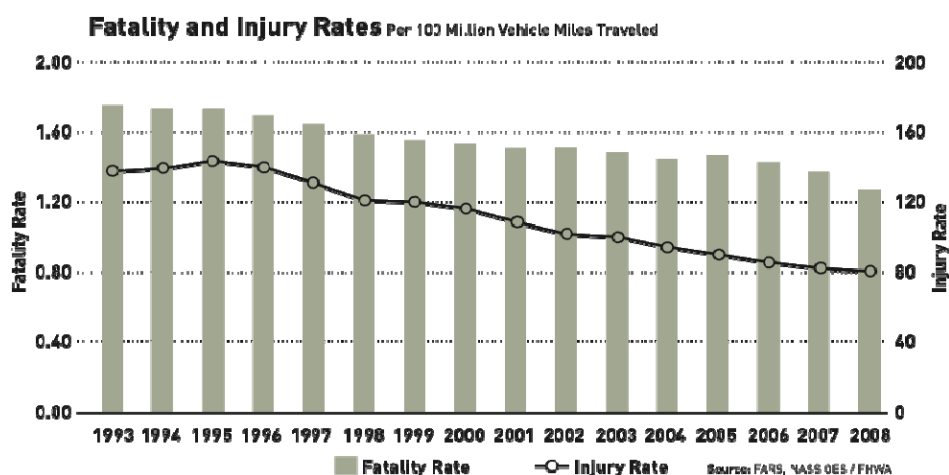


Auto Safety: Data Demonstrate Roads are Safer Today, Even with More Drivers Traveling Further

- **Fatalities and serious injuries resulting from motor vehicle crashes in the U.S. are at their lowest level in 49 years.** That’s remarkable given that in the same timeframe the number of licensed drivers has more than doubled and annual vehicle miles traveled (VMT) has more than quadrupled.
- **Per mile driven, fewer fatalities are happening on U.S. roads than at any other time in the modern era of driving.** In fact, in 2008 more than 99 percent of police-reported crashes resulted in no fatalities. In 2009, the number of overall traffic fatalities reached the lowest level since 1954, declining for the 15th consecutive quarter. The projected fatality rate – which takes into account VMT – is expected to be at its lowest level in recorded history: 1.16 fatalities per 100 million VMT. This is the latest in a continuing trend of improved traffic safety:



- **Why have fatality and injury rates decreased while other factors have increased? Because the auto industry and government are working to innovate, develop, and implement effective safety systems and programs.** Significant technological advances in automobile design and construction, federal regulatory initiatives, increased safety belt usage, and road infrastructure improvements all are having an historic impact on vehicle safety.

- **Automakers focus on enhancing safety in many ways: crashworthiness, crash avoidance, crash mitigation, and post-crash emergency response facilitation.** For example, adaptive cruise control, forward collision warning, lane departure warning and more help drivers avoid crashes. When a crash is unavoidable, auto technologies lessen the crash's severity. Innovations including advanced airbags, advanced head restraints, safety belt pre-tensioners and more enhance occupant protection... some of these features even start working in the moments between a vehicle sensing an imminent crash and the crash actually occurring.
- **Automobiles are complex, integrated systems that undergo years of rigorous testing and certification before they ever go on sale. Automakers are world leaders in research and development spending.** In fact in 2008 alone, automobile manufacturers still invested \$86 billion on R&D, much of it devoted to advanced vehicle safety technologies.