



HELPING TO KEEP “Eyes On Road”

Distracted Driving Summit

U.S. Department of Transportation

AUTO ALLIANCE

DRIVING INNOVATION®

Renaissance Hotel
Washington, DC
September 30, 2009

Concern: “Eyes off Road”

Principal Contributor to Crashes

“An important finding... is that 80 percent of all crashes... involved the driver looking away from the forward roadway just prior to the <crash>.”

-VTTI 100 - Car Study (DOT HS 810 593)



- Drivers must have “eyes on road” to respond to road conditions
- Potential exists for information and communications technology to take the driver’s eyes off the road
- Vehicle-integrated technologies are designed to help drivers keep their eyes on the road

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Driver Focus-Telematics Guidelines

- April 2000 initiated development of Driver Focus-Telematics (*DF-T*) Guidelines based on scientific research
 - Guidelines 1st ever to provide specific performance criteria/verification procedures for visual-manual interaction with in-vehicle information & communications systems
 - Commitment made to NHTSA in 2002
 - Alliance members engineering new vehicles in accordance with the DF-T Guidelines
- The Alliance committed to update the DF-T Guidelines as scientific understanding of driver distraction evolves



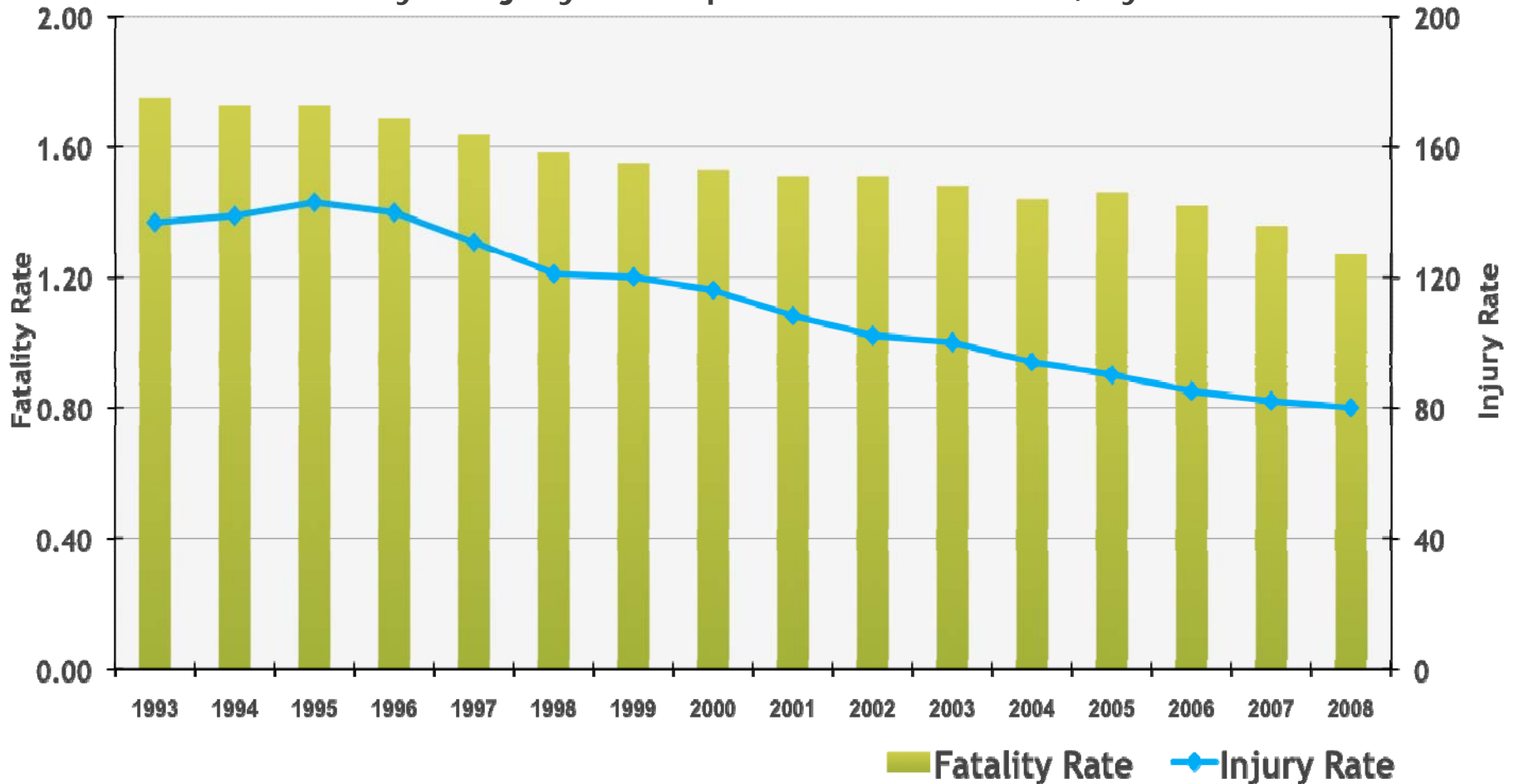
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Driver Focus-Telematics Guidelines

24 PRINCIPLES			OBJECTIVES
SEC	ITEM	QTY	
1	Installation	5	Ensure system design/location compatible with driving task
2	Information Presentation	4	Presentation of information so as not to impair driver’s visual, cognitive, or auditory ability to safely perform driving task
3	Interaction w/ Controls & Displays	6	System interactions designed so that driver is able to safely operate vehicle comfortably and confidently
4	System Behavior	3	Presence, operation, or use of system does not interfere with other vehicle controls
5	System User Information	6	Provide customers with safety-relevant information on the use of telematics systems

Responsible, Realistic Action Necessary Need Data-Driven, Science-Based Policies

Fatality & Injury Rates per 100 Million VMT, by Year



Source: FARS, NASS GES / FHWA

Responsible, Realistic Action Necessary Preserve Opportunities to Enhance Safety

- Current in-vehicle safety technologies and applications use wireless communications as a backbone to enable:
 - Automatic crash notification (*ACN*)
 - Road hazard notification
 - Real-time road navigation
- Future advanced technologies such as U.S. DOT's IntelliDriveSM:
 - Wireless applications will provide connectivity between and among road users
 - Will enable real-time crash avoidance/active safety applications and improve mobility



Alliance Recommendations

3 - Point Action Plan

1 Appropriate Laws with High-Visibility Enforcement

- SUPPORT ADOPTION & ENFORCEMENT OF:
 - Ban on texting while driving using a hand-held device; and
 - Ban on calling while driving using a hand-held device unless in hands-free mode

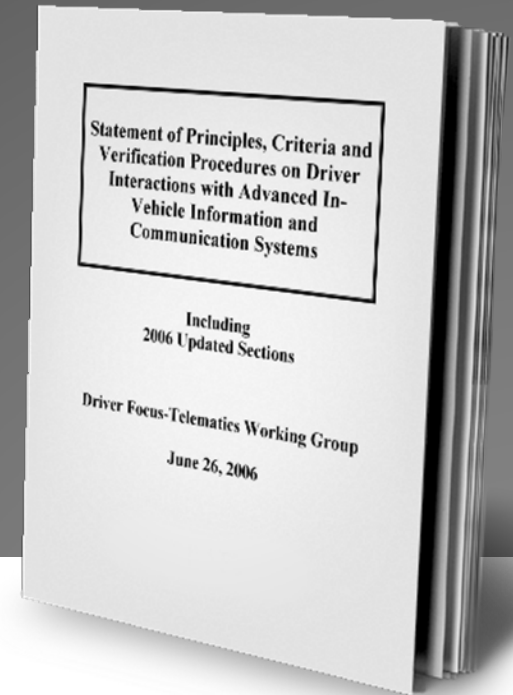
2 Consumer Education

- Support education for drivers on the risks of driving distractions
(text messaging, hand-held cell phone use, eating, grooming, etc.)

3 Technology

- Support continued research that promotes further understanding of driver behaviors
- Ensure actions do not preclude safety benefits of advanced wireless technologies *(e.g., IntelliDriveSM and further innovations)*

QUESTIONS?



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