From surviving crashes to preventing them altogether
National Consumer Survey of Driving Safety Technologies

Total of 2,015 completions (nationally representative dataset)
What the Research Told Us: Consumer exposure to technologies

- Cruise control: 100%
- Anti-lock braking system: 90%
- Traction control: 80%
- Back-up camera: 70%
- Back-up sensors: 60%
- Blind spot alert: 50%
- Adapative cruise control: 40%
- Forward collision warning: 30%
- Lane departure warning: 20%
Vehicle Experience

• 40% reported their vehicle had acted in a way that startled them or in a manner they did not expect

• 33% sought information to understand why their vehicle behaved the way it did
Where Do Consumers Go for Information?

57%  
Search engine

52%  
Local mechanic

49%  
Owners manual

48%  
Car Dealership
The Solution:

MyCarDoesWhat.org

Know More. Drive Safer.
MCDW Strategy: Reach Consumers When They are Thinking About Driving
What’s Next?

• Educate drivers
• Boost visits
• Engage consumers
• Target drivers
What You Can Do

• Follow us

• Share MyCarDoesWhat.org with readers and listeners – It is a trusted, credible, non-branded source

• Tell us what you think!