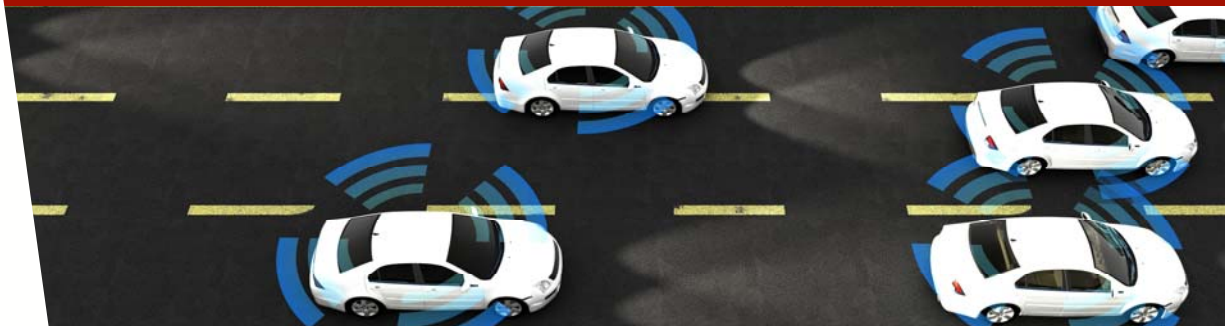




AUTOMOTIVE ENGINEERING

FACT SHEET



Vehicle Technology Survey—Phase II

BACKGROUND

Autonomous vehicle technology has the potential to improve safety, mobility and convenience for motorists. In fact, government and safety experts estimate that connected and automated vehicles have the potential to prevent up to 80 percent of today's crashes.

AAA is committed to understanding and evaluating autonomous vehicle technology. This effort includes conducting comprehensive testing of autonomous vehicle technologies and evaluating consumer attitudes towards the technology.

In 2016, AAA conducted a comprehensive survey to understand consumer fears towards self-driving vehicles and their trust in building block technologies available in today's vehicles. Phase II of this research reveals how attitudes have (or have not) shifted over the past year, and offers new insights into the whether drivers are ready to give up control.

To understand consumer attitudes towards autonomous vehicles, AAA pursued three lines of inquiry:

1. Are U.S. drivers comfortable with the idea of riding in a self-driving car?
2. Are U.S. drivers comfortable with the idea of sharing the road with a self-driving car?
3. Do U.S. drivers want autonomous technologies in their next vehicle?

KEY FINDINGS

Three-quarters of U.S. drivers would be *afraid* to ride in a self-driving vehicle, while 19 percent would *trust* the vehicle and 4 percent are *unsure*.

- Women (85%) are more likely to be *afraid* than men (69%).
- Baby Boomers (85%) are more likely to be *afraid* than Millennials (73%) and Generation X (75%) drivers.

One-half (54%) of drivers would feel *less safe* sharing the road with self-driving cars while they drive a regular car. One-third (34%) feel it *makes no difference*, 10 percent would feel *safer* and 2 percent are *unsure*.

- Women (58%) are more likely to feel *less safe* sharing the road with a self-driving vehicle than men (49%).
- Baby Boomers (60%) and Generation X (56%) are more likely to feel *less safe* sharing the road with a self-driving vehicle than Millennial drivers (41%).

Six out of ten (59%) drivers want autonomous technology in the next vehicle they buy or lease, 25 percent would not want the technology and 16 percent may or may not want the technology.

- Millennial drivers (70%) are more likely to want this technology in the next vehicle than Generation X (54%) or Baby Boomers (51%).

Eight in ten (81%) drivers feel autonomous systems should all work the same way, regardless of who the vehicle manufacturer is.

ASK THE EXPERT

Are autonomous vehicles safe?

It's too soon to tell, but it's certainly the goal. Every year, more than 35,000 people die on U.S. roadways and autonomous vehicle technology is designed to improve safety, mobility and convenience.



Greg Brannon
Director, Automotive Engineering

Why are so many Americans afraid of self-driving cars?

Giving up control of a vehicle — one that's often carrying your most precious cargo — is a scary thought for many Americans. However, it's important to understand that the evolution from today's vehicles to driverless vehicles will be gradual.

What types of autonomous technologies are on the roads today?

More than you'd think! All driver assistance features, including adaptive cruise control, automatic emergency braking, self-parking and lane-keep assist are the autonomous building blocks towards fully self-driving cars.

What will ease driver fears?

Experience, most likely. AAA has found that drivers who own vehicles equipped with autonomous driver assistance features are, on average, 75 percent more likely to trust the technology than those who do not own it. This suggests that gradual experience with these advanced features can ease consumer fears.

Are vehicles really ready to drive themselves?

Not yet. AAA's testing of autonomous technology has shown that all tested systems have failed to perform flawlessly in AAA's test scenarios. This indicates that, for now, these technologies are not a replacement for safe driving practices or an engaged driver.

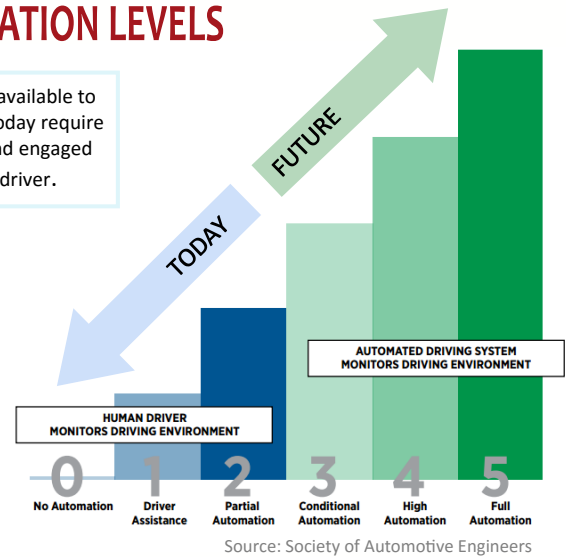
Can I buy an autonomous vehicle?

If you think of autonomous vehicles on a scale—from level 0 to level 5 — you can purchase a vehicle up to level 2. But remember, even the most advanced systems available today require your *eyes on the road* and *hands on the wheel*.

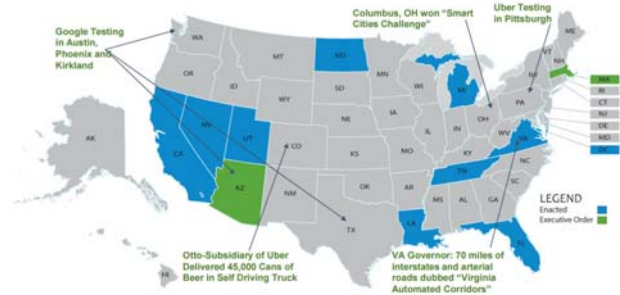
Greg Brannon is AAA's director of Automotive Engineering and Industry Relations. Brannon oversees all automotive testing and research for AAA, with a focus on emerging vehicle technologies.

AUTOMATION LEVELS

All vehicles available to consumers today require an active and engaged human driver.



STATE ACTIVITY



Source: National Conference of State Legislatures (As of February 1, 2017)

METHODOLOGY

The consumer survey was conducted January 5-8, 2017, using two probability samples: randomly selected landline telephone numbers and randomly selected mobile (cell) phone numbers. The combined sample consists of 1,012 adults (18 years old and older) living in the continental United States. The margin of error for the sample of 1,012 is +/- 3% at the 95% confidence level.

Autonomous technology is defined in the survey as advanced safety technology to avoid crashes, including automatic emergency braking, lane keeping assistance, self-parking technology and adaptive cruise control.

Generation groups defined as: Millennials (18–36 years old), Generation X (37–52 years old), and Baby Boomers (53–71 years old)

