

# Pedestrian Road Deaths: Rising, But Preventable

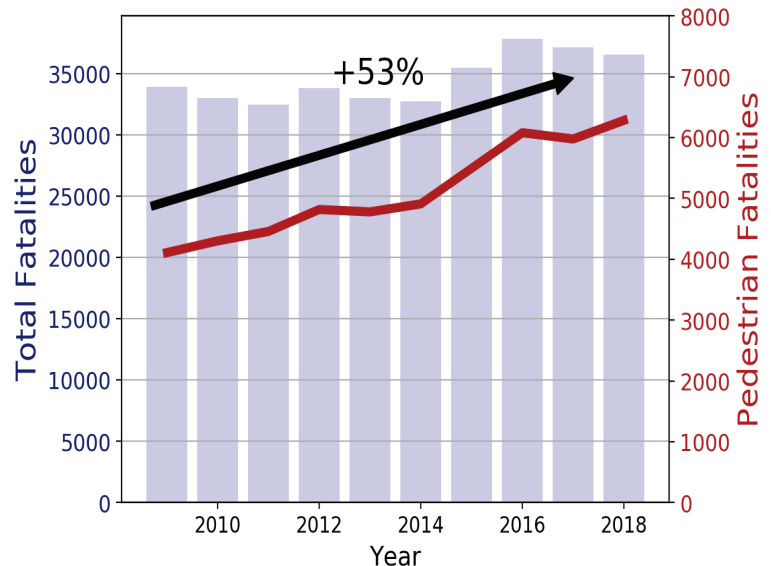
*Effective technology exists to combat rising pedestrian fatalities*

## Pedestrian fatalities are up

- Fatalities are **up 53% since 2009**.<sup>1</sup>
- Nearly 1 in 5 motor vehicle crash fatalities are pedestrians.<sup>2</sup>
- **137,000** pedestrians were treated in emergency departments for crash-related injuries in 2017.<sup>3</sup>

## The technology is available

- **Every major auto manufacturer** offers automatic emergency braking (AEB) with pedestrian detection in at least one of their 2020 U.S. models.<sup>4</sup>



## Pedestrian detection will save lives

- Subarus with pedestrian detection have **35% fewer** pedestrian-related insurance claims than the same models without this technology.<sup>5</sup>
- Nearly (24%) of pedestrian fatalities could be prevented with existing technology -- **saving up to 810 lives per year**.<sup>6</sup>
- Improved pedestrian detection systems could **save 3,800 lives per year**.<sup>7</sup>

## Automakers can and should improve performance and availability of pedestrian detection technology

- Systems should improve detecting and reacting to a pedestrian at night and at higher speeds.<sup>8</sup>
- When optional, **pedestrian detection often is packaged with luxury features** that can add thousands of dollars to the price of a car.
- Consumer Reports and IIHS are encouraging industry adoption through our scoring.
  - A vehicle model cannot be a CR Top Pick if it lacks AEB with pedestrian detection.
  - IIHS testing requires a vehicle to get an advanced or superior rating for front crash prevention, including a vehicle-to-pedestrian evaluation, to be a Top Safety Pick.

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[1] NHTSA, Fatality Analysis Reporting System (FARS).

[2] NHTSA, Fatality Analysis Reporting System (FARS).

[3] CDC, WISQARS. Available at [www.cdc.gov/injury/wisqars](http://www.cdc.gov/injury/wisqars). Accessed 18 September 2019.

[4] According to Consumer Reports tracking of pedestrian detection adoption, every major automaker in the US offers pedestrian detection as either standard or optional on at least one of their vehicle models. Consumer Reports, "Cars With Advanced Safety Systems" (last updated May 8, 2020) (online at: [www.consumerreports.org/car-safety/cars-with-advanced-safety-systems](http://www.consumerreports.org/car-safety/cars-with-advanced-safety-systems)).

[5] Highway Loss Data Institute (Dec. 2017). Effect of Subaru EyeSight on pedestrian-related bodily injury liability claim frequencies. Bulletin Vol. 34 No. 39.

[6] Yanagisawa, M., Swanson, E., Azeredo, P., & Najm, W. G. (2017, April). Estimation of potential safety benefits for pedestrian crash avoidance/mitigation systems. (Report No. DOT HS 812 400). Washington, DC: National Highway Traffic Safety Administration.

[7] Samantha H. Haus, Rini Sherony & Hampton C. Gabler (2019). Estimated benefit of automated emergency braking systems for vehicle–pedestrian crashes in the United States, Traffic Injury Prevention, 20:sup1, S171-S176, DOI: 10.1080/15389588.2019.1602729.

[8] American Automobile Association (AAA) (Oct. 2019). Automatic Emergency Braking with Pedestrian Detection. Research report.