Existing auto safety technologies can cut road deaths in half. It's time to put them in all new cars.

36,560 people died on U.S. roads in 2018. Half of these lives could be saved with existing safety technologies, including:

Crash Avoidance Systems on Cars Today

- **11,800 lives saved.** Systems on the market today -- automatic emergency braking, lane departure warning, and blind spot warning -- would be expected to prevent at least 11,000 road deaths combined if they were adopted fleetwide, according to a recent National Highway Traffic Safety Administration (NHTSA) analysis.[1] NHTSA also has found that full adoption of pedestrian detection systems on the road a few years ago would be expected to prevent approximately an additional 800 deaths.[2,3]

Vehicle-to-Vehicle (V2V) Communications

- **At least 1,300 lives saved.** V2V has significant safety potential, and according to a NHTSA analysis, even just two already-developed applications -- intersection movement assist (IMA) and left turn assist (LTA) -- would be expected to save about 1,300 lives with full fleet adoption.[4]

Drunk Driving Prevention Technology

- **3,700-7,400 lives saved.** Per NHTSA, about 10,500 drunk driving fatalities occurred in 2018.[5] Effectiveness estimates of the Driver Alcohol Detection System for Safety predict full fleetwide deployment could prevent 70% of these deaths.[6] Even at half this effectiveness, it still would save about 3,700 lives.

Total: 16,800-20,500 lives saved. 46-56% of roadway deaths.

For detailed information on the benefits and capabilities of CR's recommended crash avoidance technologies, please see:
www.consumerreports.org/automotive-technology/car-safety-systems-that-could-save-your-life

These models come equipped with CR's recommended technologies:
www.consumerreports.org/car-safety/cars-with-advanced-safety-systems

References/Footnotes

1. National Highway Traffic Safety Administration, (April, 2020) "Final Regulatory Analysis - The Safer Affordable Fuel-Efficient (SAFE) Vehicles Rule for Model Year 2021 – 2026 Passenger Cars and Light Trucks." Available at: www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/final_safe_fria_web_version_200330.pdf.
2. National Highway Traffic Safety Administration, (April, 2017) "Estimation of Potential Safety Benefits for Pedestrian Crash Avoidance/Mitigation Systems." Available at: rosap.ntl.bts.gov/view/dot/12475/dot_12475_DS1.pdf.
3. Additional research has found that with reasonable system improvements, over 3,500 lives could be saved annually by pedestrian detection systems. 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
4. National Highway Traffic Safety Administration, "Preliminary Regulatory Analysis - FMVSS No. 150 Vehicle-To-Vehicle Communication Technology For Light Vehicles." Available at: www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/v2v_pria_12-12-16_clean.pdf.
5. National Highway Traffic Safety Administration, "2018 Data: Alcohol-Impaired Driving." (Dec. 2019) Available at: crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812864.
6. Zaouk, A. (2015) Driver Alcohol Detection System for Safety (DADSS) – A Status Update, *Enhanced Safety of Vehicles Conference*. Available at: www-esv.nhtsa.dot.gov/Proceedings/24/files/24ESV-000276.PDF.