Benefits and Challenges of the Autonomous & Connected Vehicles: The Consumer Perspective

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AAA
“The horse is here to stay, but the automobile is only a novelty – a fad.”

- Michigan Savings Bank to Henry Ford’s lawyer. 1903
Overview

01 Safety Impact
02 Public Opinion
03 Consumer Confusion
04 AAA Engagement
Safety Landscape

94% of crashes involve human error.
How Soon Can You Imagine Riding in a Fully Autonomous or Self-Driving Vehicle?

- 50% would like to see fully autonomous vehicles within 10 years or fewer.
- 43% are unsure if they can ever see autonomous vehicles.
- 6% believe it will take longer than 10 years.
- 10% think they will never see autonomous vehicles.
Public Opinion:
What Impact Will AVs Have on Roadway Crashes?

- 38% Fewer Crashes
- 36% More Crashes
- 26% No Impact or Unsure

- Fewer Crashes
- More Crashes
- No Impact or Unsure
AAA found that 3 out of 4 U.S. drivers report feeling “AFRAID” to ride in a self-driving vehicle.

Half of U.S. drivers would feel “less safe” sharing the road with a self-driving vehicle.
The majority (59%) of U.S. drivers want advanced driver assistance technology in their next vehicle.
Public Opinion – Gender

Afraid to Ride in AV

Feel Less Safe Sharing Road with AV
Public Opinion - Generations

- Afraid to Ride in AV
- Feel Less Safe Sharing Road with AV
- Want ADAS Technology in Next Vehicle
Consumer Confusion

Auto Pilot

Pilot Assist

Driver Pilot
AAA Activity in AV

AAA Clubs are participating in many state AV Task Forces
AAA Clubs have testified/submitted comments in states
Member/Consumer Education
ADAS Testing
AAA Foundation for Traffic Safety Research
Policy Considerations – Testing

- Legislative Consistency
- Vehicle Specifications
  - Safety certification
- Consumer Education/Training
- Data Collection Transparency
“Does your car have any idea why my car pulled it over?”
Thank You