



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

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“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

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

# Safety Landscape

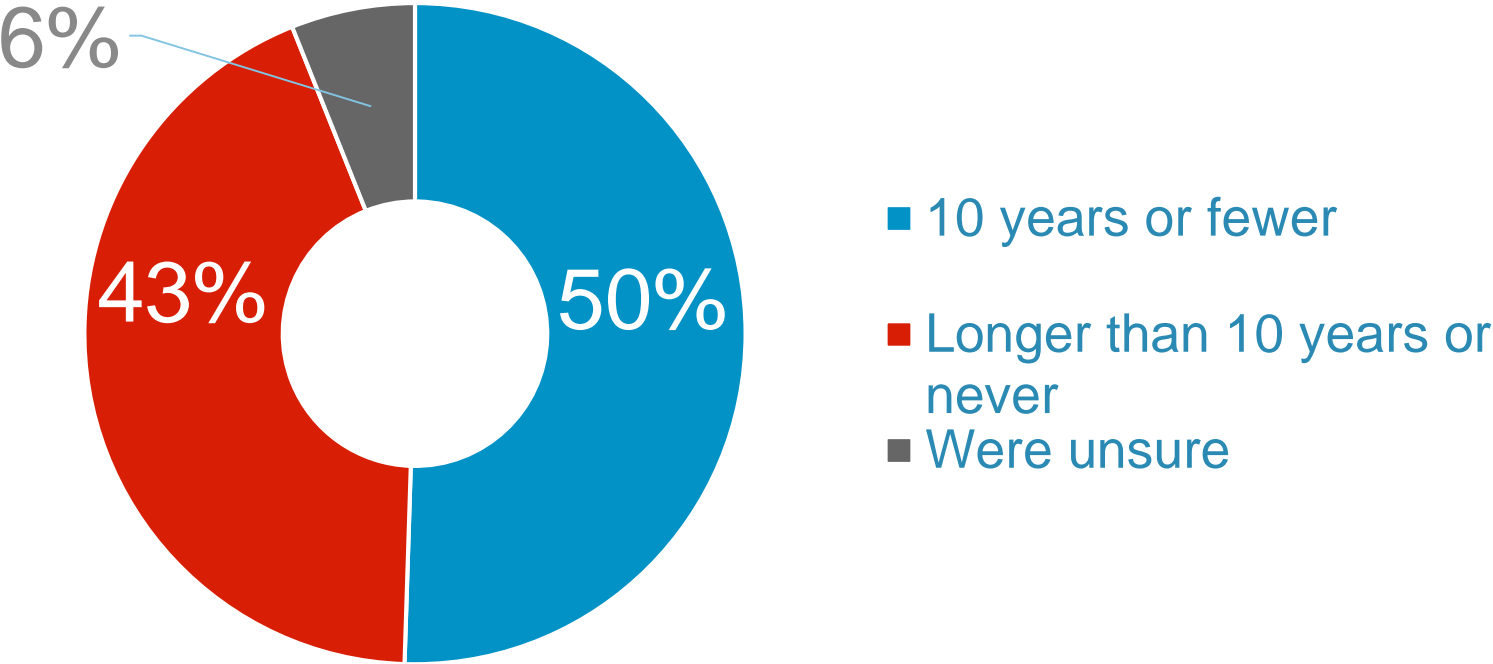
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**94%** of crashes  
INVOLVE HUMAN ERROR



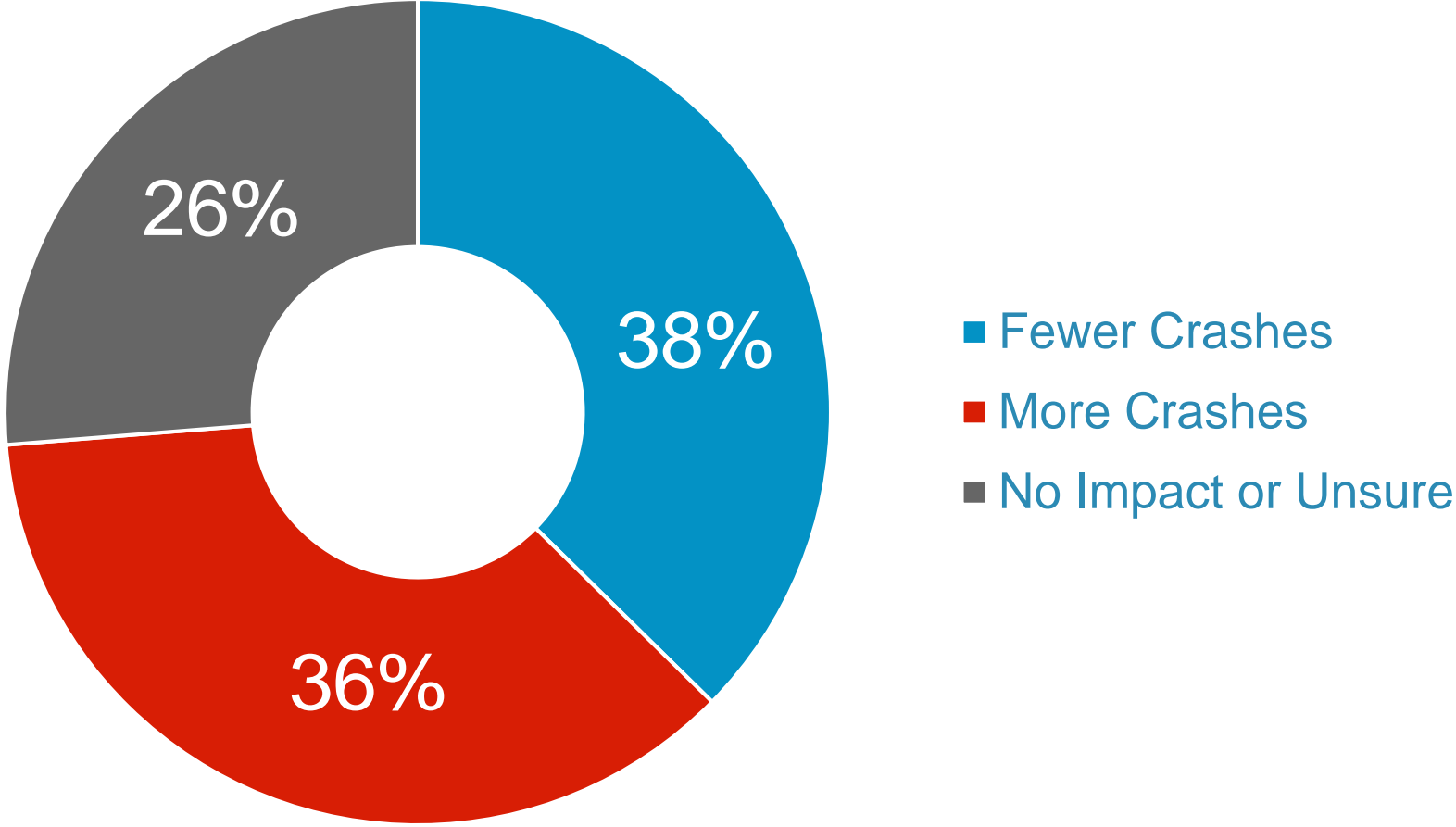
# How Soon Can You Imagine Riding in a Fully Autonomous or Self-Driving Vehicle?

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# Public Opinion: What Impact Will AVs Have on Roadway Crashes?

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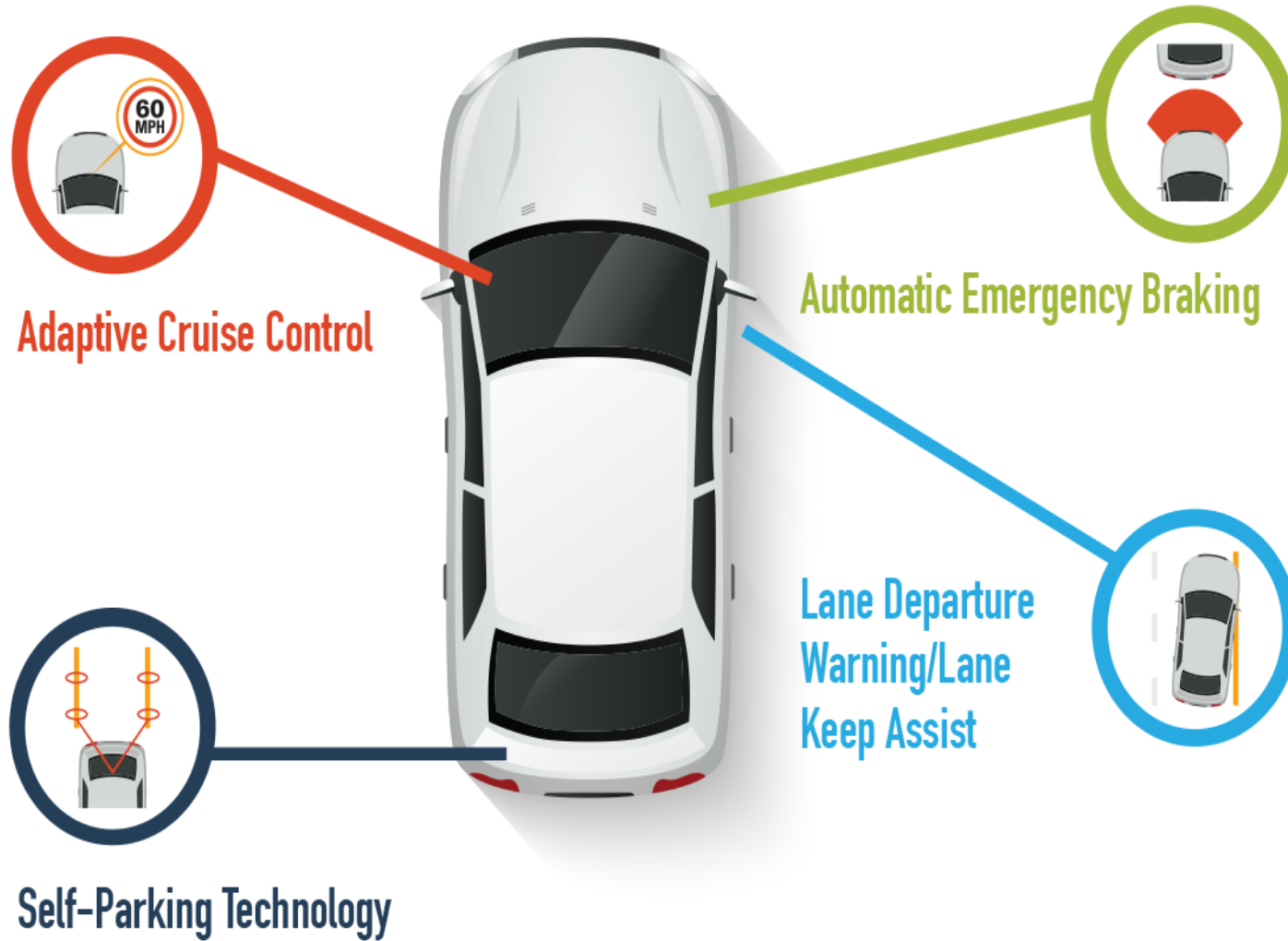
AAA found that 3 out of 4 U.S. drivers report feeling “AFRAID” to ride in a self-driving vehicle.

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Half of U.S. drivers would feel “less safe” sharing the road with a self-driving vehicle.



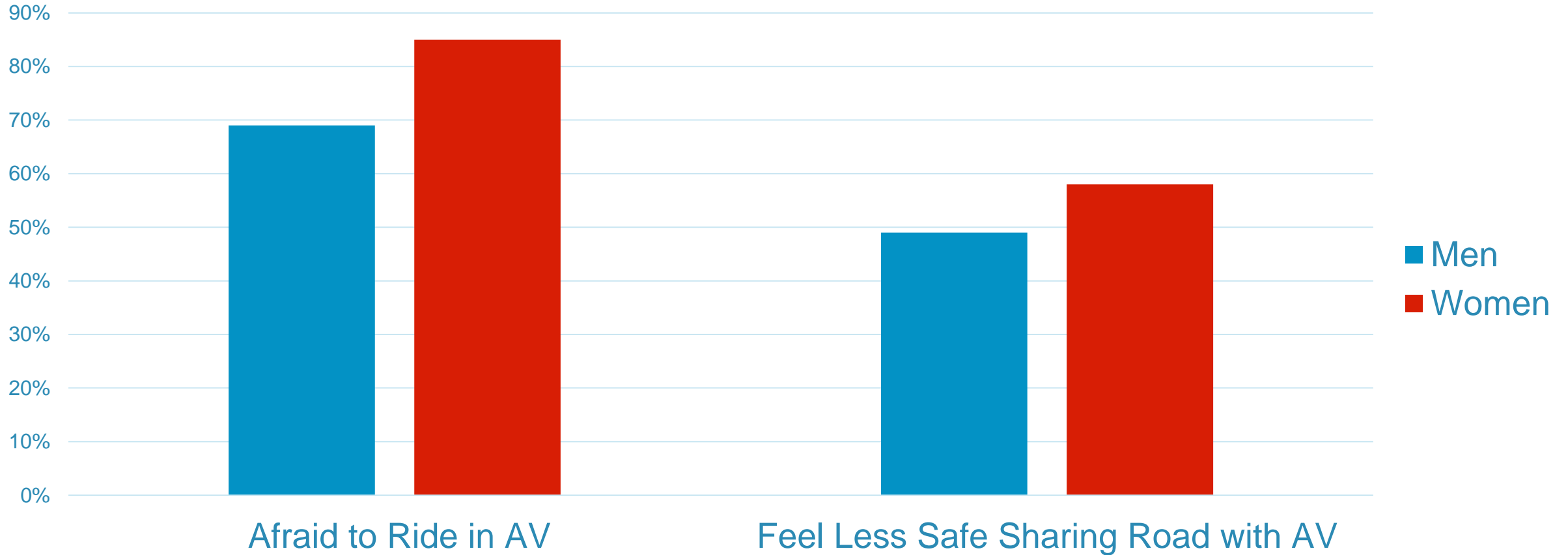
The **majority (59%)** of U.S. drivers **want** advanced driver assistance technology in their next vehicle.





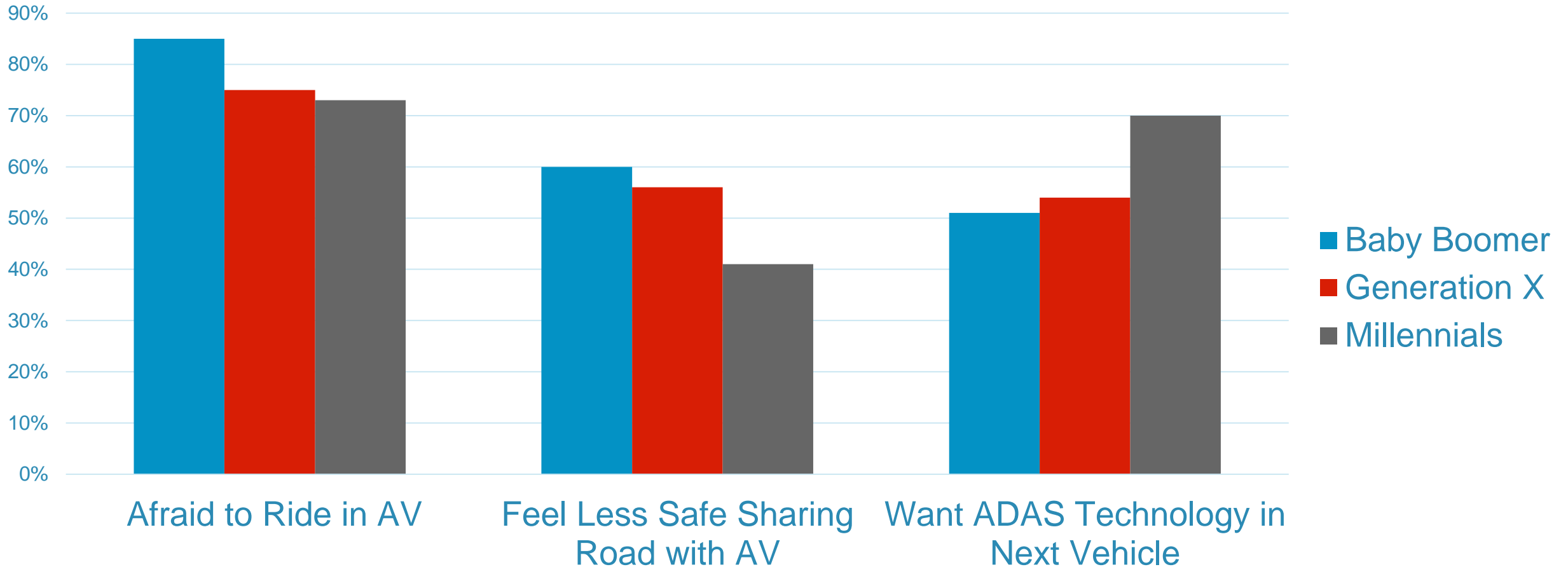
# Public Opinion – Gender

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# Public Opinion - Generations

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# Consumer Confusion

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**Auto Pilot**



**Pilot Assist**



**Driver Pilot**



# AAA Activity in AV

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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

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Legislative  
Consistency



Vehicle  
Specifications

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Safety certification



Consumer  
Education

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Driver  
Education/Training



Data

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Collection  
Transparency

**“Does your car have  
any idea why my car  
pulled it over?”**





**Thank You**