

MyCar DoesWhat.org

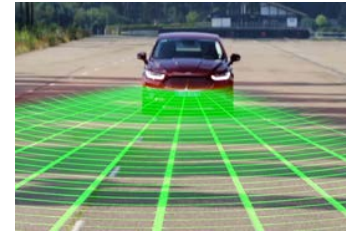
Know More. Drive Safer.

Susan Chrysler

Texas A&M Transportation Institute



From surviving crashes to preventing them altogether



National Consumer Survey of Driving Safety Technologies



Cruise Control



Anti-Lock Braking System



Back-up Camera



Blind Spot Monitoring



Back-up Warning



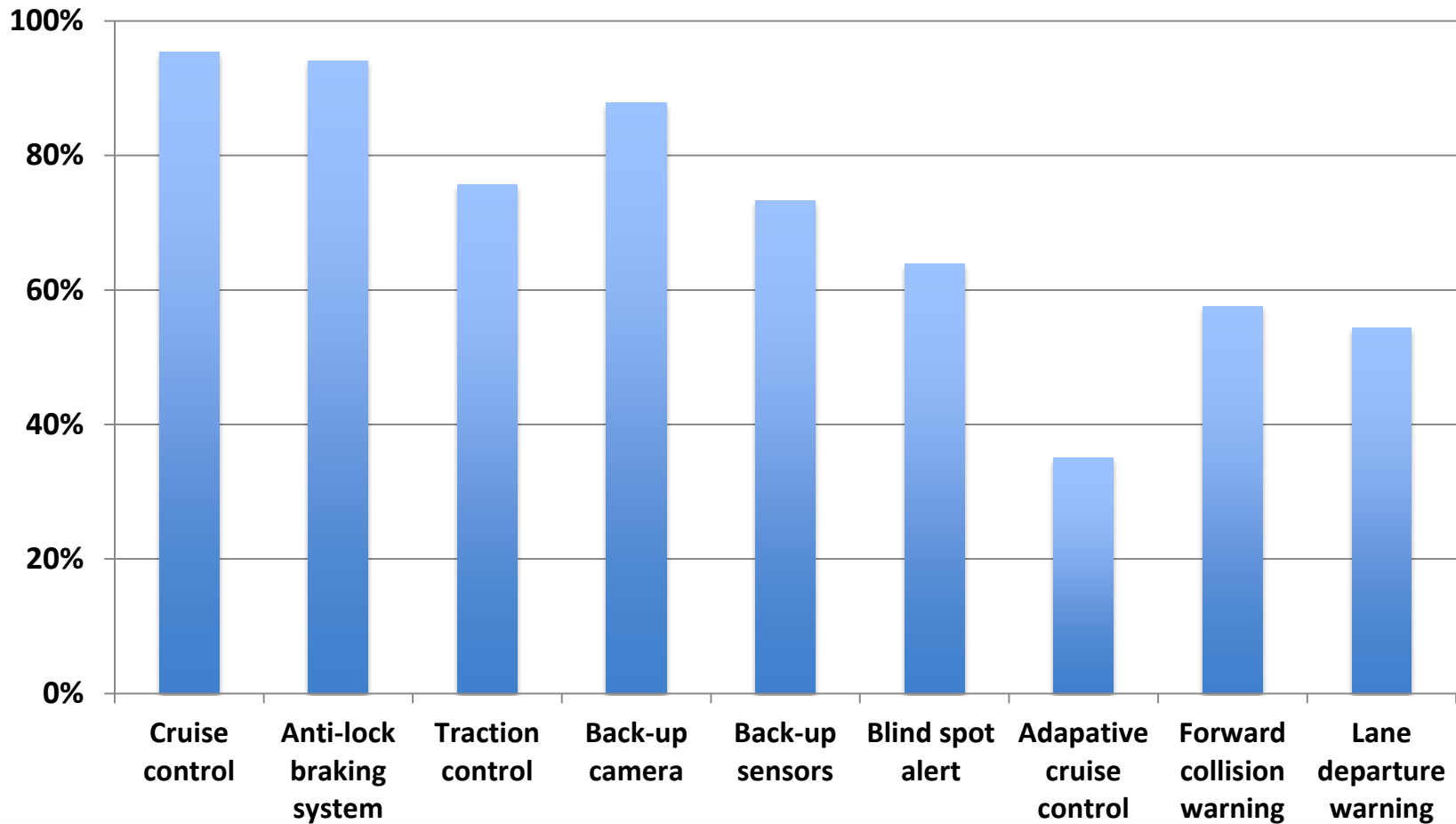
Forward Collision Warning



Lane Departure Warning

Total of 2,015 completions
(nationally representative dataset)

What the Research Told Us: Consumer exposure to technologies



Vehicle Experience

- **40% reported their vehicle had acted in a way that startled them or in a manner they did not expect**



- **33% sought information to understand why their vehicle behaved the way it did**

Where Do Consumers Go for Information?

57%
Search engine



52%
Local mechanic



49%
Owners manual



48%
Car Dealership



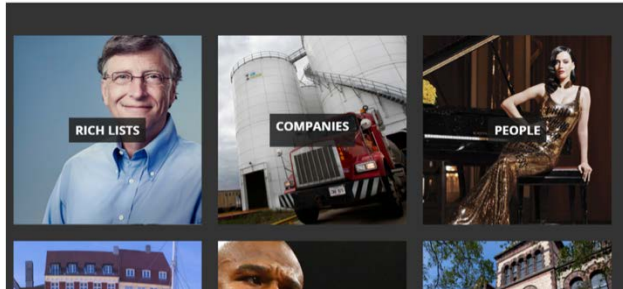
The Solution:

MyCar
DoesWhatTM.org
Know More. Drive Safer.

MCDW Strategy: Reach Consumers When They are Thinking About Driving



Gas Station TV



NEWS 7A

"I'M SMARTER THAN I USED TO BE."

YOUR CAR IS TALKING TO YOU. ARE YOU LISTENING?

All those beeps, vibrations and fit-up icons are your car's way of communicating with you. Back-up cameras, tire pressure monitors, low departure warning systems and other features help you be a safer driver. That's why it's so important to understand what the alerts mean.

- **TRUCK START STOP**
Fuel Saver Mode
- **BEHOLD**
Back-up Camera
- **WARNING**
Tire Pressure Monitoring System
- **TRUCK**
Low Cruise Traffic Alert
- **TRUCK**
Rear Cross Traffic Alert

FIND OUT MORE ABOUT CAR SAFETY TECHNOLOGIES AT **MyCarDoesWhat.org**
More Icons. Drive Safer.

Sponsored by:





What's Next?

- Educate drivers
- Boost visits
- Engage consumers
- Target drivers



What You Can Do

- Follow us  
- Share MyCarDoesWhat.org with readers and listeners – It is a trusted, credible, non-branded source
- Tell us what you think!