

While newer technologies can help improve safety, there are several considerations drivers should make before using them:



Test Drives

Manufacturers offer similar ADAS features, but names, performance, and alerts may vary. Test drive to find your preferences.



Training

Get training to understand how ADAS features work. A lack of understanding can cause unsafe driving habits.



Technological Limitations

ADAS features offer many benefits, but they're not flawless. They can make mistakes! It is important to stay alert while driving.



Maintenance

Newer technologies may require different upkeep. Ask your local dealership about the maintenance required for ADAS features.

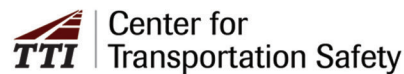
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about ADAS?**

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the ROAD to ZERO



IN-VEHICLE SAFETY TECHNOLOGIES
FOR **SENIOR DRIVERS**

The benefits of
**ADVANCED DRIVER
ASSISTANCE SYSTEMS**
[ADAS]

In-vehicle technologies, also known as **Advanced Driver Assistance Systems (ADAS)**, can enhance safety for senior drivers.

Research shows senior drivers are frequently involved in sideswipe, rear-end, and single-vehicle collisions due to struggles with:

- Controlling speed
- Distracted driving
- Poor visibility
- Unsafe maneuvers (e.g. sudden lane changes, failure to yield)

These challenges can arise from cognitive and physical limitations that occur with age. These include slower reaction times and physical limitations like difficulty checking blind spots or braking firmly.

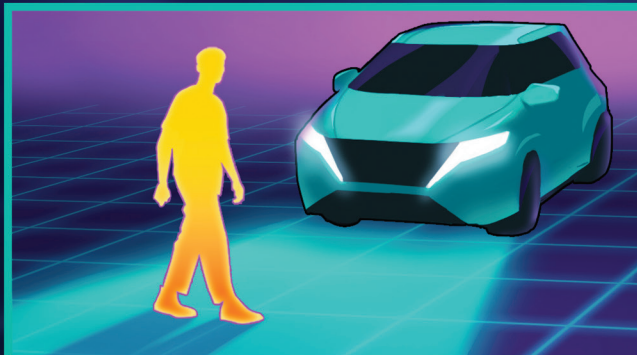
Health issues and medications can also challenge senior drivers by causing drowsiness or other cognitive limitations.

By providing alerts through sight, sound, or touch, ADAS can assist drivers steering clear of dangerous driving situations and improve comfort behind the wheel.



Blind Spot Detection

Alerts you when there is a vehicle present in your blind spot.



Pedestrian Detection

Warns you if a pedestrian is detected in your vehicle's path. Some systems may apply emergency brakes.



Rear Cross Traffic (Parking Assist)

Applies brakes if system detects a potential crash while in reverse.

What are some examples of ADAS?



Lane Departure Warning

Alerts you when your vehicle is drifting into another lane without using your blinker. Lane Keep Assist systems can provide steering assistance.



Forward Collision Warning

Alerts you if it detects an imminent collision with a vehicle or obstacle ahead.