

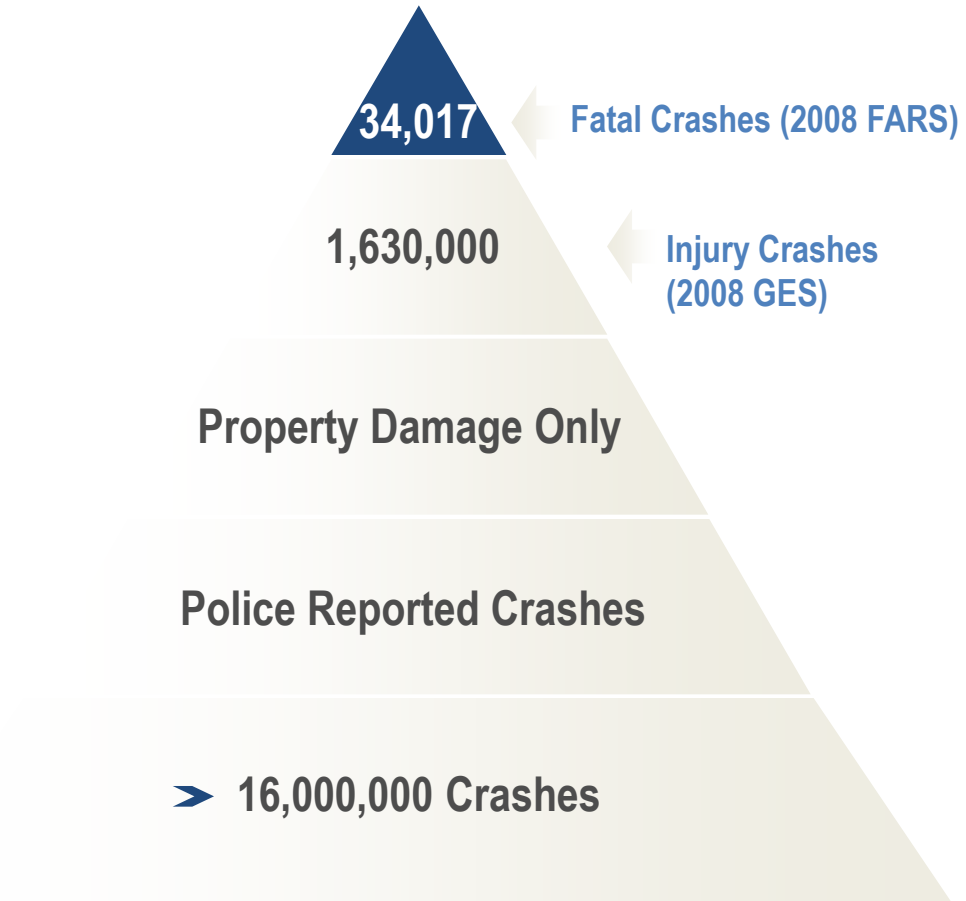


The Importance of Naturalistic Driving Data

PRESENTED BY

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Naturalistic Driving Research*
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2009 Early Estimates

33,963 Fatalities
1.16 Fatality Rate per 100 Million VMT
2,346,000 People Injured (2008 GES)
\$230 Billion Societal Cost (2000)

Automotive Technologies Timeline

DRIVER WARNING & DRIVING ASSISTANCE SYSTEMS

FUTURE TECHNOLOGIES

ELECTRONIC STABILITY CONTROL

AUTOMATIC COLLISION NOTIFICATION

BRAKE ASSIST

ADAPTIVE CRUISE CONTROL

NIGHT VISION

ROLL STABILITY CONTROL

FORWARD COLLISION AVOIDANCE SYSTEM

AUTOMATIC BRAKING

LANE DEPARTURE WARNING

BLIND SPOT WARNING

ROAD DEPARTURE WARNING SYSTEMS

ALCOHOL / IMPAIRMENT DETECTION

INTERSECTION COLLISION AVOIDANCE SYSTEMS

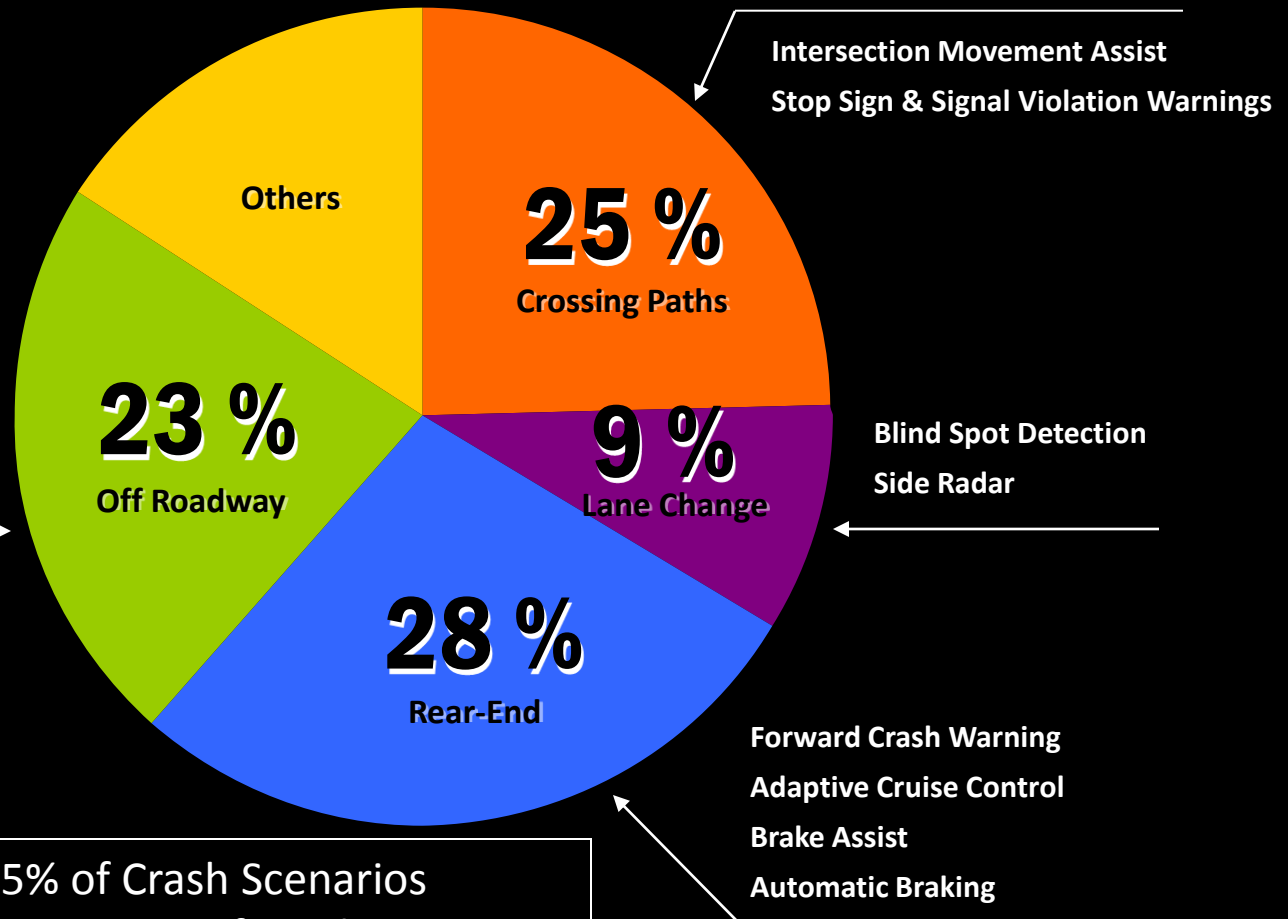
1995

2003

2011

Crashes of all Severities

2007 GES



V2V addresses 95% of Crash Scenarios
Alcohol Detection addresses 30% of Crash Scenarios

NHTSA's Data Sets

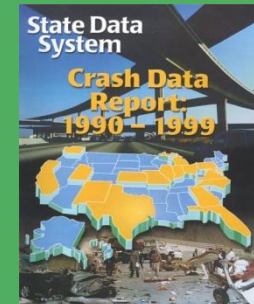
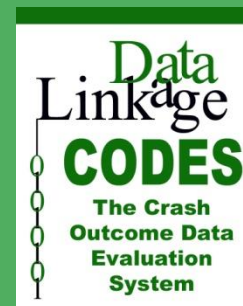
Investigation Based



Police Crash Report Based



State Data Based



The Importance of Naturalistic Driving Data

- Driver Behavior
- Exposure Data
- Re-usability
- Evaluating Countermeasures
 - Potential
 - Performance
- Improving Simulator Fidelity