Consumer Reports Update
October 18, 2018

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Introduction

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Agenda

- Vehicle Overall Score Update
- Partial Automation System Ratings
- ADAS Nomenclature Working Group Update
- What's Next
- Q&A
Overall Score Components

- Reliability
- Owner Satisfaction
- Road Test Performance
- Crash Protection & Avoidance

Overall Score
Overall Score Update

Annual data update later this month
Overall Score Update

- Reliability
- Owner Satisfaction
- Road Test Performance
- Crash Protection & Avoidance (now weighted)
- Front Crash Prevention
- Rollaway Prevention
- Crash Tests (new)
- Blind Spot Warning (new)
Overall Score Update: Blind Spot Warning

CR 2018 ADAS Survey:
78% - Very Satisfied
66% - "Helped Avoid a Crash"

BSW Availability:

- Optional: 70.0%
- Standard: 15.0%
- N/A: 15.0%
Partial Automation Systems Ratings: Objectives

- Demonstrate the varied ways OEMs are implementing technology
- Determine best practices and those that need improvement
- Show that evaluations should test more than the ability to keep in lane
Partial Automation Systems Ratings: Criteria

<table>
<thead>
<tr>
<th>Capability &amp; Performance</th>
<th>Ease of Use</th>
<th>Clear When Safe to Use?</th>
<th>Keeping Driver Engaged</th>
<th>Unresponsive Driver</th>
</tr>
</thead>
<tbody>
<tr>
<td>How well does it stay in lane in our testing?</td>
<td>Are the automation controls and displays clear and intuitive to use?</td>
<td>Does it make it clear when you should and should not use the system?</td>
<td>Does it help ensure that the driver stays engaged?</td>
<td>What does it do if the driver does not or cannot respond to a warning to take over the controls?</td>
</tr>
</tbody>
</table>
## Partial Automation Systems Ratings

<table>
<thead>
<tr>
<th>Overall</th>
<th>System Name</th>
<th>Capability &amp; Performance</th>
<th>Ease of use</th>
<th>Clear When Safe to Use?</th>
<th>Keeping Driver Engaged</th>
<th>Unresponsive Driver</th>
<th>Vehicles Tested</th>
</tr>
</thead>
<tbody>
<tr>
<td>🟢</td>
<td>Cadillac Super Cruise</td>
<td>🟢</td>
<td>🟢</td>
<td>🟢</td>
<td>🟢</td>
<td>🟢</td>
<td>Cadillac CT6</td>
</tr>
<tr>
<td>🟢</td>
<td>Tesla Autopilot</td>
<td>🟢</td>
<td>🟢</td>
<td>🟢</td>
<td>⬇️</td>
<td>⬇️</td>
<td>Tesla X/S/3</td>
</tr>
<tr>
<td>🟡</td>
<td>Nissan/ Infiniti ProPILOT Assist</td>
<td>⬇️</td>
<td>⬇️</td>
<td>⬇️</td>
<td>⬇️</td>
<td>⬇️</td>
<td>Infiniti QX50 /Nissan Leaf</td>
</tr>
<tr>
<td>🟡</td>
<td>Volvo Pilot Assist</td>
<td>⬇️</td>
<td>⬇️</td>
<td>⬇️</td>
<td>⬇️</td>
<td>⬇️</td>
<td>Volvo XC40/ XC60</td>
</tr>
</tbody>
</table>
Key Insights: Technology, Execution, Expectation

- **TECHNOLOGY:** Eye Tracking has high potential and could also be used for safety features

- **EXECUTION:** Implementation still varies widely but those systems that work with (vs. fight) the driver are more effective

- **EXPECTATION:** Consumer clarity on capabilities and limitations is key in vehicle and in marketing
ADAS Nomenclature Working Group: Overview

GOAL & CONSUMER BENEFITS: To establish common generic terminology for advanced driver assist systems so that consumers understand what these systems do, what vehicles have what systems, and what’s in each option package

INDUSTRY BENEFITS:
• Greater consumer clarity
• Potentially faster adoption
ADAS Nomenclature Working Group: Overview

- **Fall 2017**: CR kicks off new initiative
- **Summer 2018**: Forms working committee
- **October 2018**: Survey among working group participants
  - Goal to identify initial set of terms where there is common usage and agreement
- **Spring 2019**: Agreement on initial terms
  - (see next slide)
  - Determine process for additional terminology and greater engagement with auto companies and dealers
- **Fall 2017**
- **Summer 2018**
- **October 2018**
- **Spring 2019**
  - Wider engagement with auto companies and dealerships
  - Additional Terminology
Please join us in a commitment to use these ADAS terms:

**ADAS Terms**
- Automatic Emergency Braking
- Forward Collision Warning
- Adaptive Cruise Control
- Blind Spot Warning
- Lane Departure Warning
- Lane Keeping Assist

**Participating Groups**
- AAA
- Advocates for Highway and Auto Safety
- Bryan Reimer, MIT AVT Consortium
- Consumer Reports
- Insurance Institute for Highway Safety
- J.D. Power
- MyCarDoesWhat.Org (NCSU/Iowa)
- National Safety Council
- University of Iowa, National Advanced Driving Simulator

To participate, please email [autosafety@consumer.org](mailto:autosafety@consumer.org)
What's Next? Pedestrian Detection Should Be Standard

- There were nearly 6,000 pedestrians killed in motor vehicle crashes in 2016.
- Pedestrian Deaths accounted for more than 1/2 of the increase in traffic fatalities between 2009 and 2016.
- The addition of Pedestrian Detection to Subaru's Eyesight can cut pedestrian crashes by up to 41% (IIHS Data).
- 69% of models offer Pedestrian Detection, but only 33% offer it as standard equipment.
Q&A

• Last year’s **Auto Safety report** available on [CR.org/media-room](http://CR.org/media-room)

• New reports on **Partial Automation Systems** and **Consumer Acceptance of ADAS Systems** will be sent to all attendees

• For inquiries about our data intelligence program and auto safety reports, and to participate in the nomenclature initiative, please email [autosafety@consumer.org](mailto:autosafety@consumer.org)
Thank you