

LifeSavers 2009

“New Technologies to Improve Teen Driving”

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MyKey™




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Parental Controls


Television Controls



Internet Controls







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Driver Distraction

Greenberg, Tijerina, Curry, et al (2003)

CONCLUSIONS

- Judgment in following distance
- Vehicle control skills
- Distractions
- Driver's ed. to address the use of cell phones
- Hand-held phone usage strongly discouraged

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NHTSA Research on Safety Belt Usage

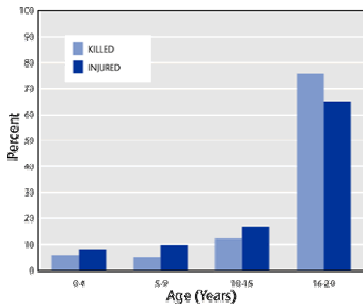
- 16-20 yr-olds most likely to be killed or injured when riding in passenger vehicles
- 1,915 16-20 yr-olds killed by ejection from vehicle (2002CY)
- Fatality rate in motor vehicle crashes for 16-20 yr-olds was approximately twice the rate for all ages

SOURCE: NHTSA web-site: http://www.nhtsa.dot.gov/people/injury/airbags/OccupantProtectionFacts/young_adults.htm#safety

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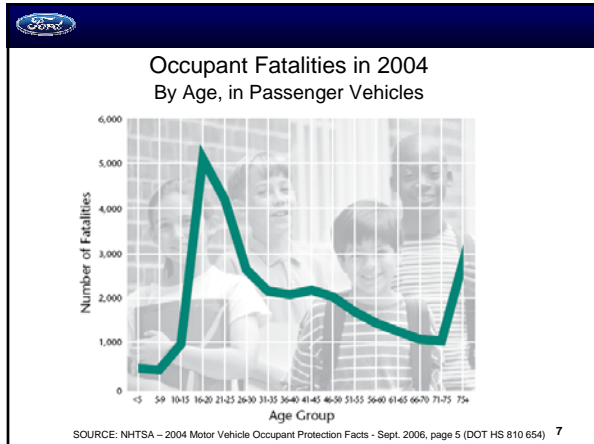
Chart 1 Occupant Fatality Rates Per 100,000 Population in 2002, By Age, In Passenger Vehicles



"Motor vehicle crashes are the leading cause of death for 15- to 20-year-olds."

SOURCE: NHTSA web-site: http://www.nhtsa.dot.gov/people/injury/airbags/OccupantProtectionFacts/young_adults.htm#safety

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MyKey = Configurable (Set by the Parent/Owner)

- Insistent BeltMinder (no override/time-out and audio mute)

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MyKey = Configurable (Set by the Parent/Owner)

- Reverse Park Aid always "on" (if equipped)

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MyKey = Configurable (Set by the Parent/Owner)


- Forward Collision Warning always “on” (if equipped)



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MyKey = Configurable (Set by the Parent/Owner)


- Traction Control always “on”



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MyKey = Configurable (Set by the Parent/Owner)


- Limit Top Speed (@ 80 MPH or no limit)



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MyKey = Configurable (Set by the Parent/Owner)

- Speed Alert Warnings
 - selectable @ 45, 55, 65 MPH or off



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MyKey = Configurable (Set by the Parent/Owner)


- Limit Max Radio Volume




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MyKey = Configurable (Set by the Parent/Owner)

- Early Low Fuel Warning
 - Warning at 75 miles to empty instead of 50 miles




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 MyKey – Harris Interactive Survey



- Parents
 - 75% speed-limiting feature
 - 72% more insistent seat belt reminder
 - 63% audio volume limiter
- Young Drivers
 - Dim view of limits
 - 67% did not like MyKey
 - 50% of parents – *increased access to car*
 - Resistance dropped to 36%

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 “Why buys”


<u>Owner (Parent)</u>	<u>MyKey User (Teen)</u>
• Improved peace of mind	• Their own key
• Encourage safer behavior	• Potential insurance break (high motivator for teens)
• Discourage risky behavior	• More access to vehicle
• Protect vehicle from abuse	• Access to nicer vehicle
• Potential insurance break	
• A choice	


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- Nationwide Insurance Company survey
 - 80% of mobile phone owners talk on phone while driving
 - 40% of teens (and 20s) mobile phone owners admit to composing and sending text messages while driving
- Virginia Tech (100-car study)
 - Manually dialing ~2.8 times riskier than just driving
 - Talking/listening on handheld device while driving not statistically significantly different in risk than just driving
 - Almost 80% of crashes and 65% of near-misses recorded in the study occurred just after a glance away from road

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"Keep your eyes on the road and your hands upon the wheel." (from *Let it Roll* by The Doors)

- Convenient way to connect and operate MP3 and Bluetooth devices with voice commands
- 911 Assist
- No monthly subscription fees
- Update system via software download

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  **GHS**

Governors Highway Safety Association


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Ford Driving Skills for Life

- Launched 2003; GHS partnership
- Award winning teen driver program
- Web / hands-on training and school programs
- Focus on four critical factors in more than 60% of teen vehicle crashes:
 - Hazard Recognition
 - Vehicle Handling
 - Space Management
 - Speed Management
- Ride/Drives – Arizona, Illinois, Indiana, Minnesota, Tennessee, Georgia, Connecticut, and Michigan

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www.drivingskillsforlife.com



TAKE THE CHALLENGE
Test your driving knowledge with the Driving Skills for Life Learning Module

- TAKE THE CHALLENGE
- MAKE YOUR OWN VANITY PLATES
- ECO DRIVING
- VIDEO AND PHOTO GALLERIES
- PROMOTIONS AND PRIZES

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