

TECHNOLOGY SAVES LIVES

The combination of a rearview camera, rear parking sensors and rear autobrake is reducing backing crashes reported to police by 78%, a new Insurance Institute for Highway Safety (IIHS) study found. Rear autobrake systems also are reducing the frequency of claims reported to insurers, Highway Loss Data Institute (HLDI) reported in August 2017.¹

REAL-WORLD BENEFITS OF CRASH AVOIDANCE TECHNOLOGIES

HLDI and IIHS study the effects of crash avoidance features by comparing rates of police-reported crashes and insurance claims for vehicles with and without the technologies.²

62%

fewer
backing
crashes
with rear
automatic
braking

22%

fewer
backing
crashes
with rear
cross-
traffic alert

17%

fewer
backing
crashes
with
rearview
cameras

PARK AND BACK SAFELY

YOUR DECISIONS DRIVE YOUR SAFETY

¹IIHS and the Highway Loss Data Institute <http://www.iihs.org/iihs/news/desktopnews/rear-crash-prevention-ratings-aim-to-cut-parking-lot-collisions>

²HLDI and IIHS <http://www.iihs.org/media/3b08af57-8257-4630-ba14-3d92d554c2de/680-Nw/QAs/Automation%20and%20crash%20avoidance/IIHS-real-world-CA-benefits-0218.pdf>]