

You Driving



Blind and dangerous to your lack of skills

Motorists 101

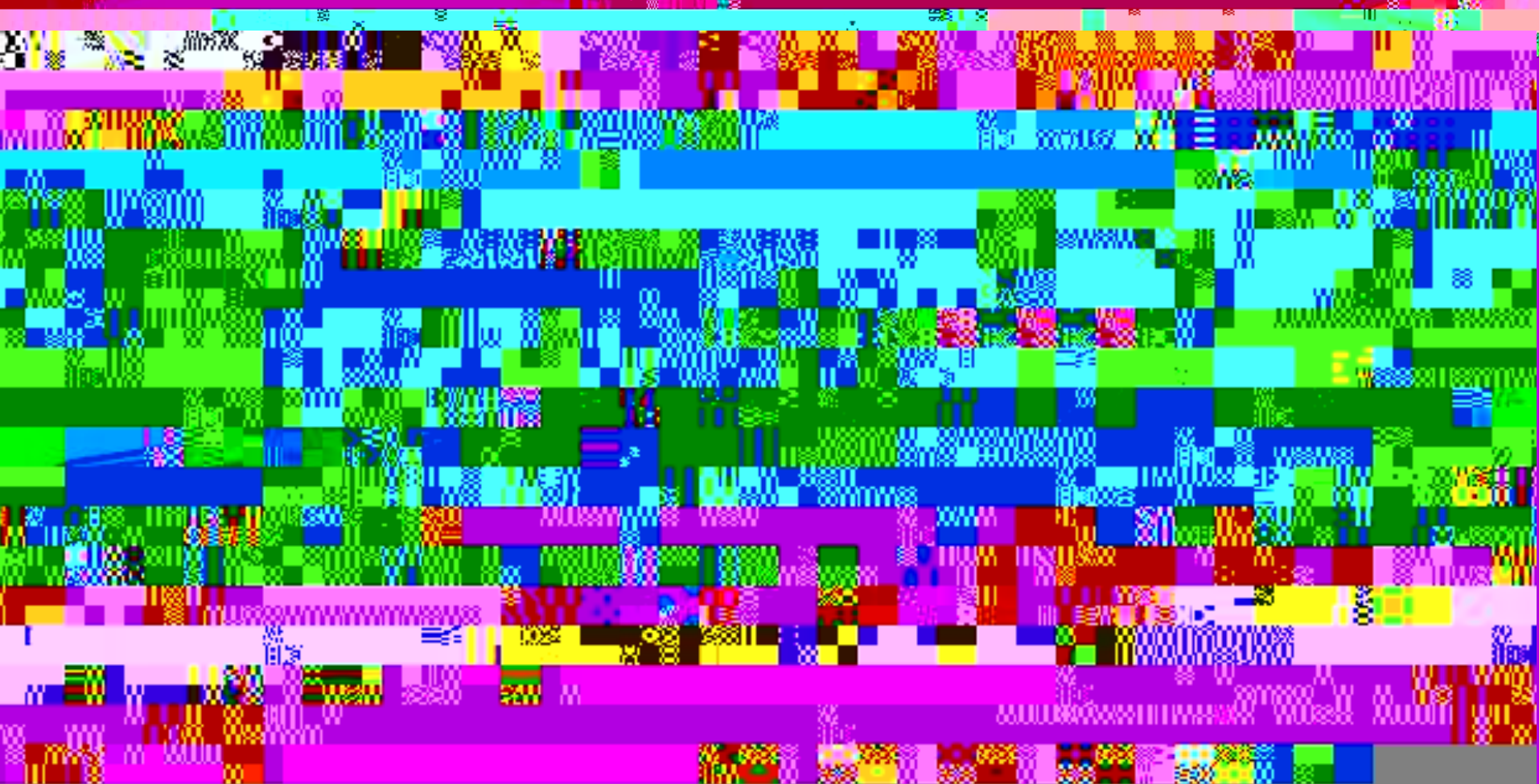
The results of denial

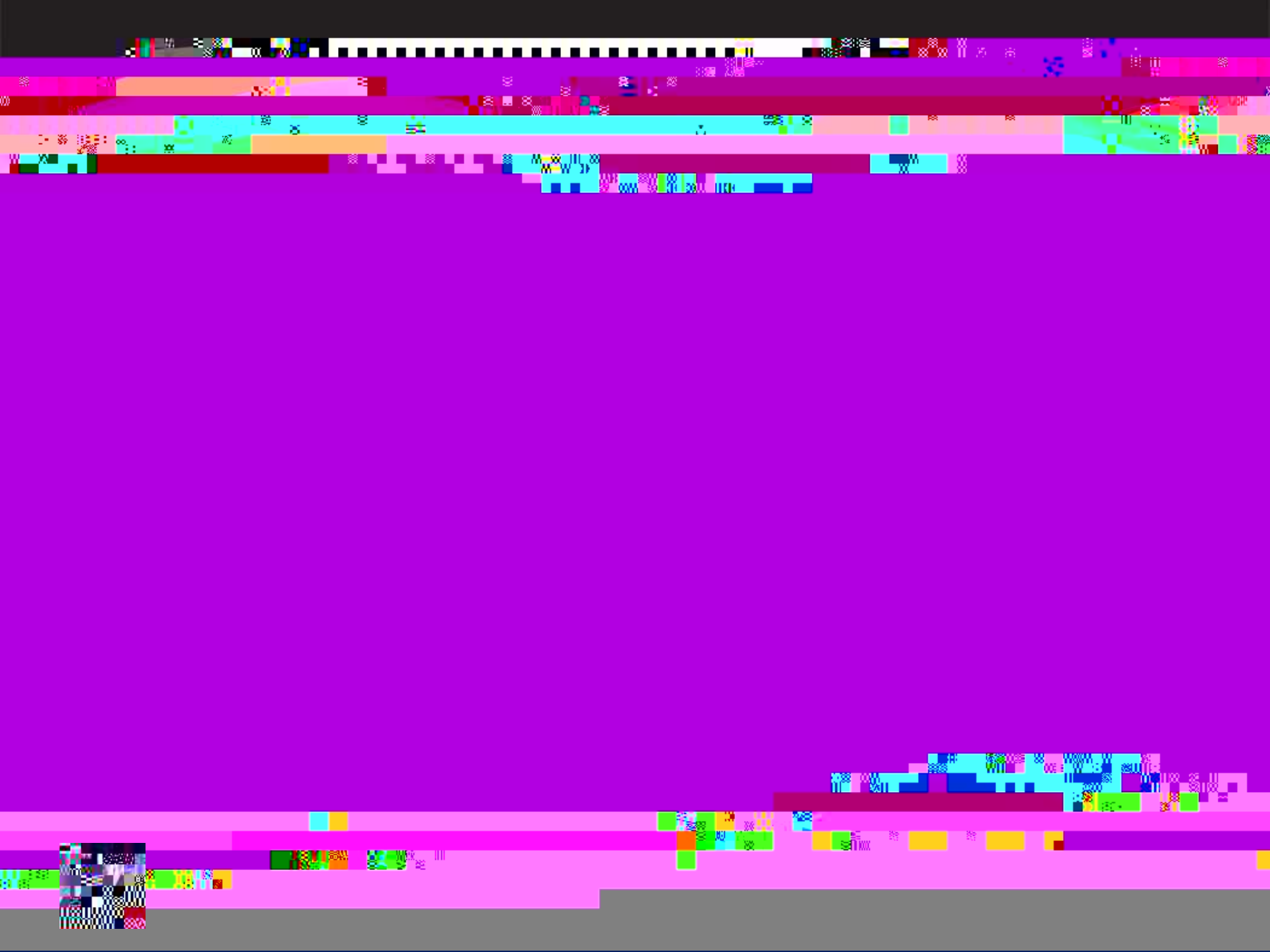


Two thirds of fatal crashes involve one vehicle and one driver who over-estimated their ability to drive quickly, stay awake, master the weather or get through the intersection.



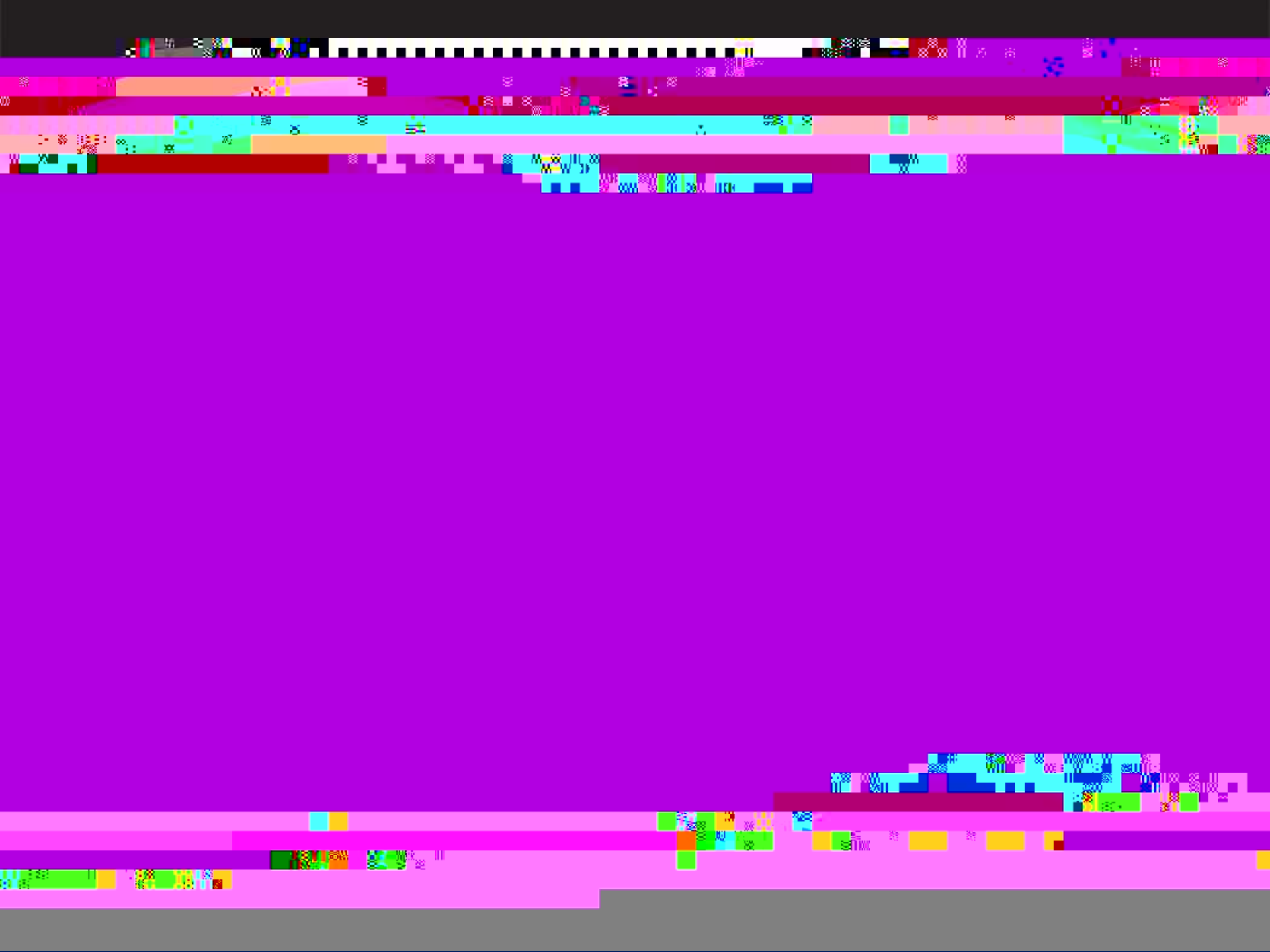
Causes of death: 2000-08





1.

1. Need better data on fatigue
- 2.





Overrepresented in fatalities

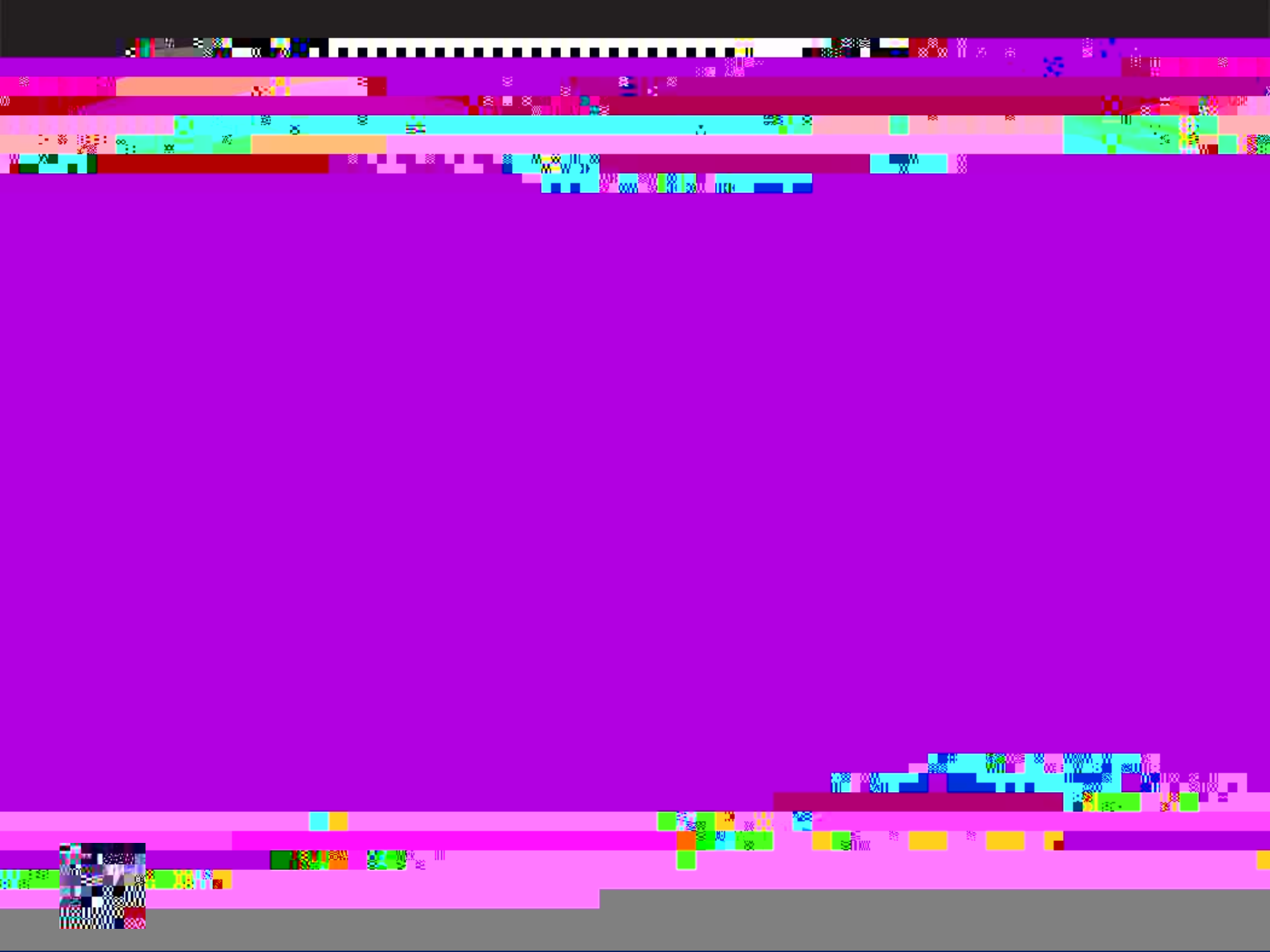
“ Drugs

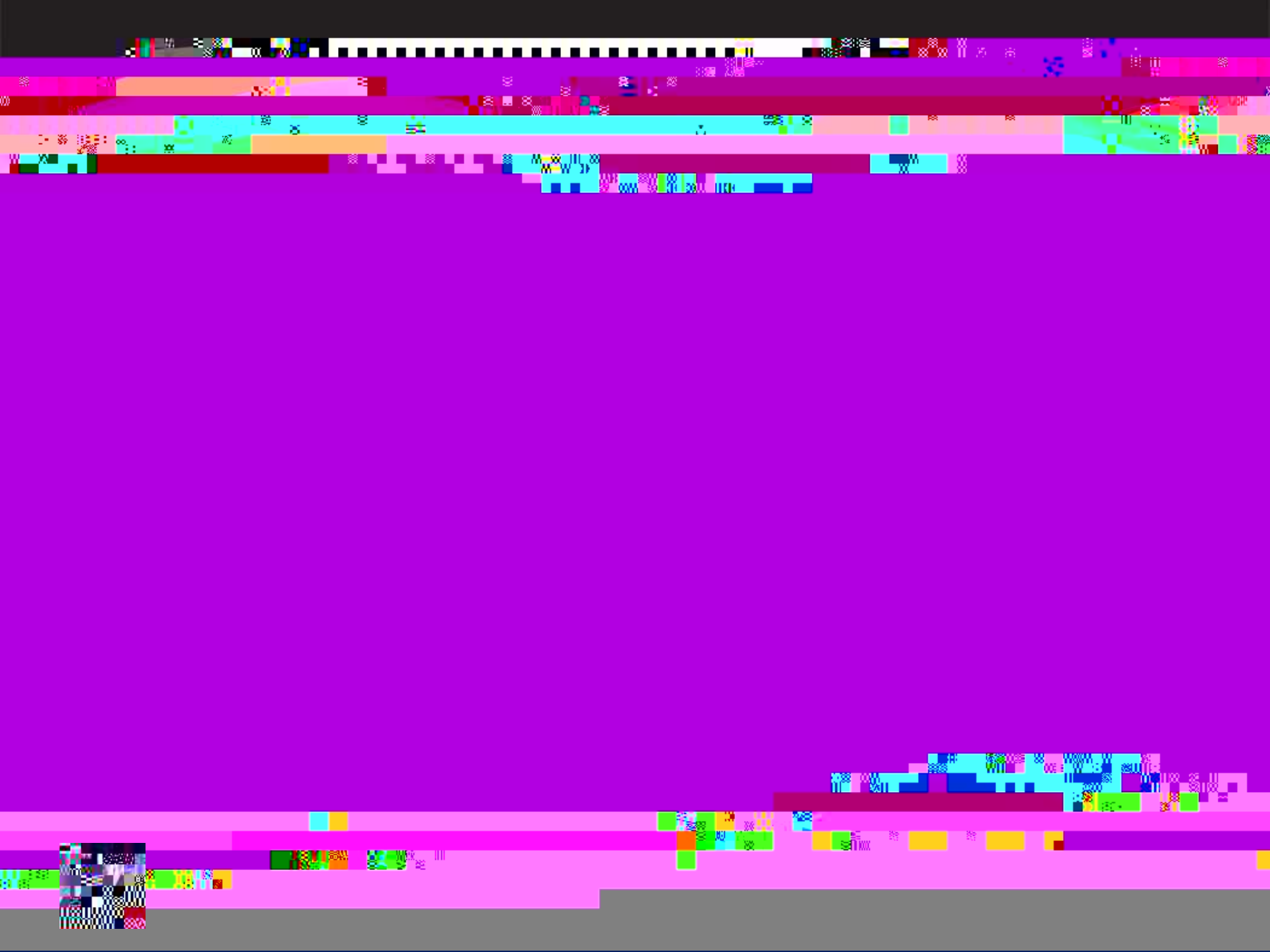
“ Crims

“ Hardcore drink drivers

“ Unlicensed drivers

Do not obey other laws .





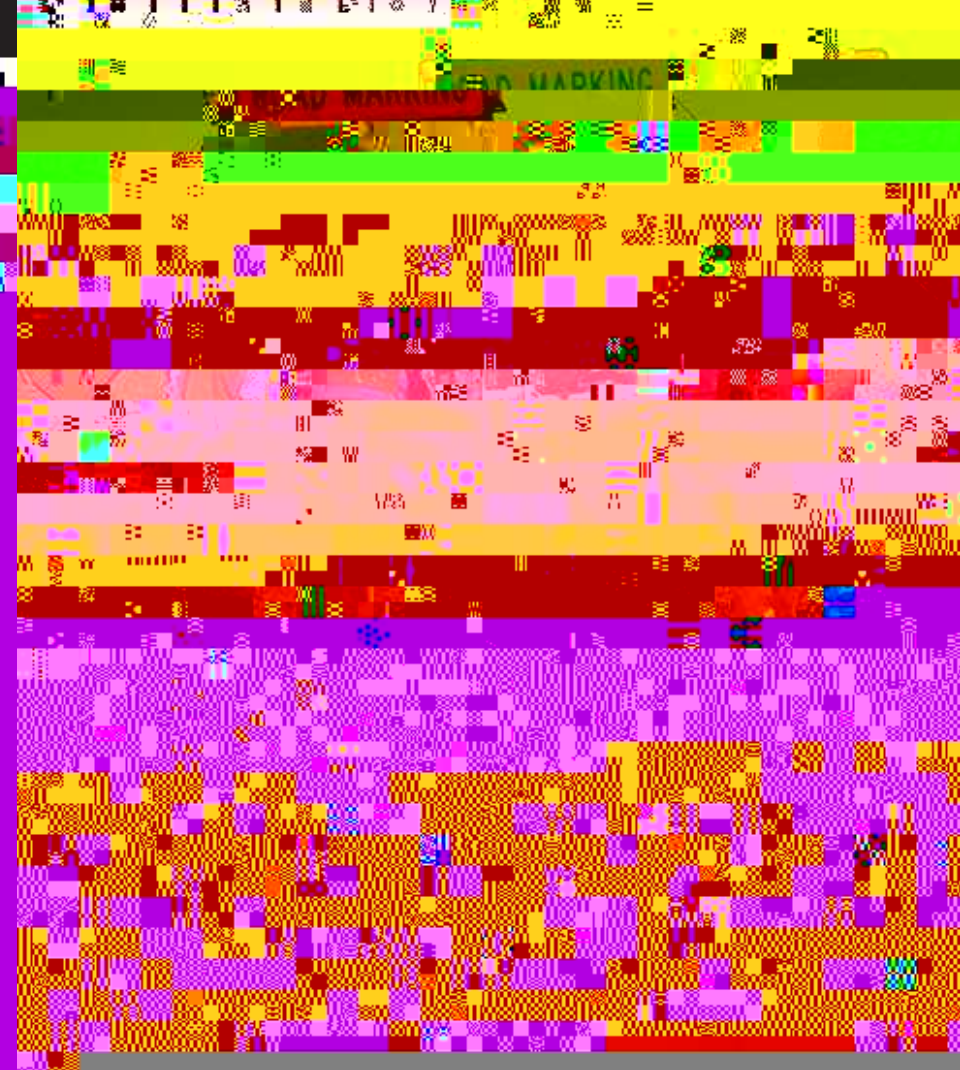
Priority Issues

High concern



Audio Tactile: Next Major Step

- “ Three warning systems:
Visual, Audible, Tactile
- “ Early warning of roadside
hazards, oncoming traffic
- “ Protect cyclists from cars
- “ Assists wet night visibility
- “ Durable
- “ Save lives



Self explaining Tm r ads

Hierarchy of roads

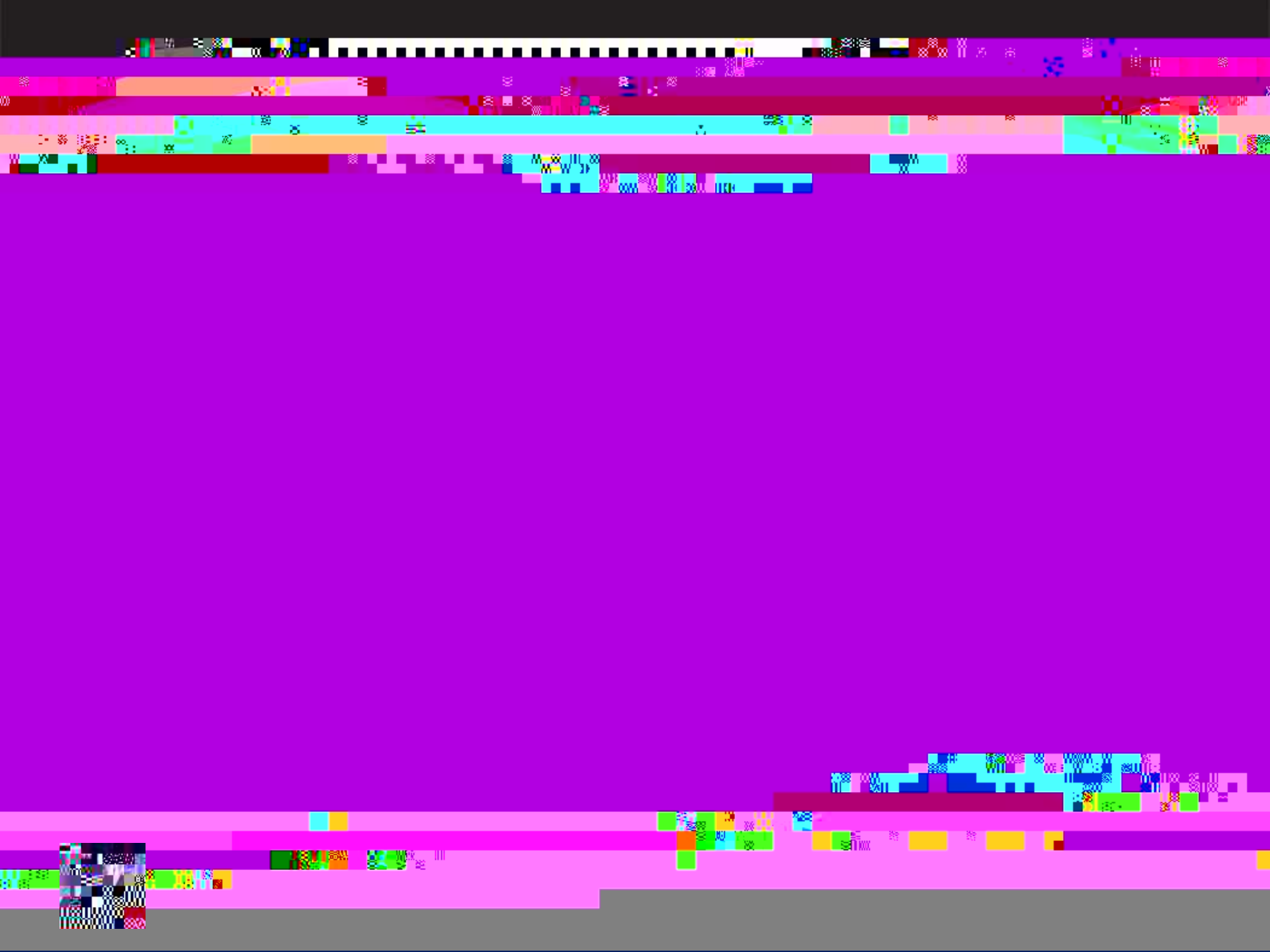
Motorway

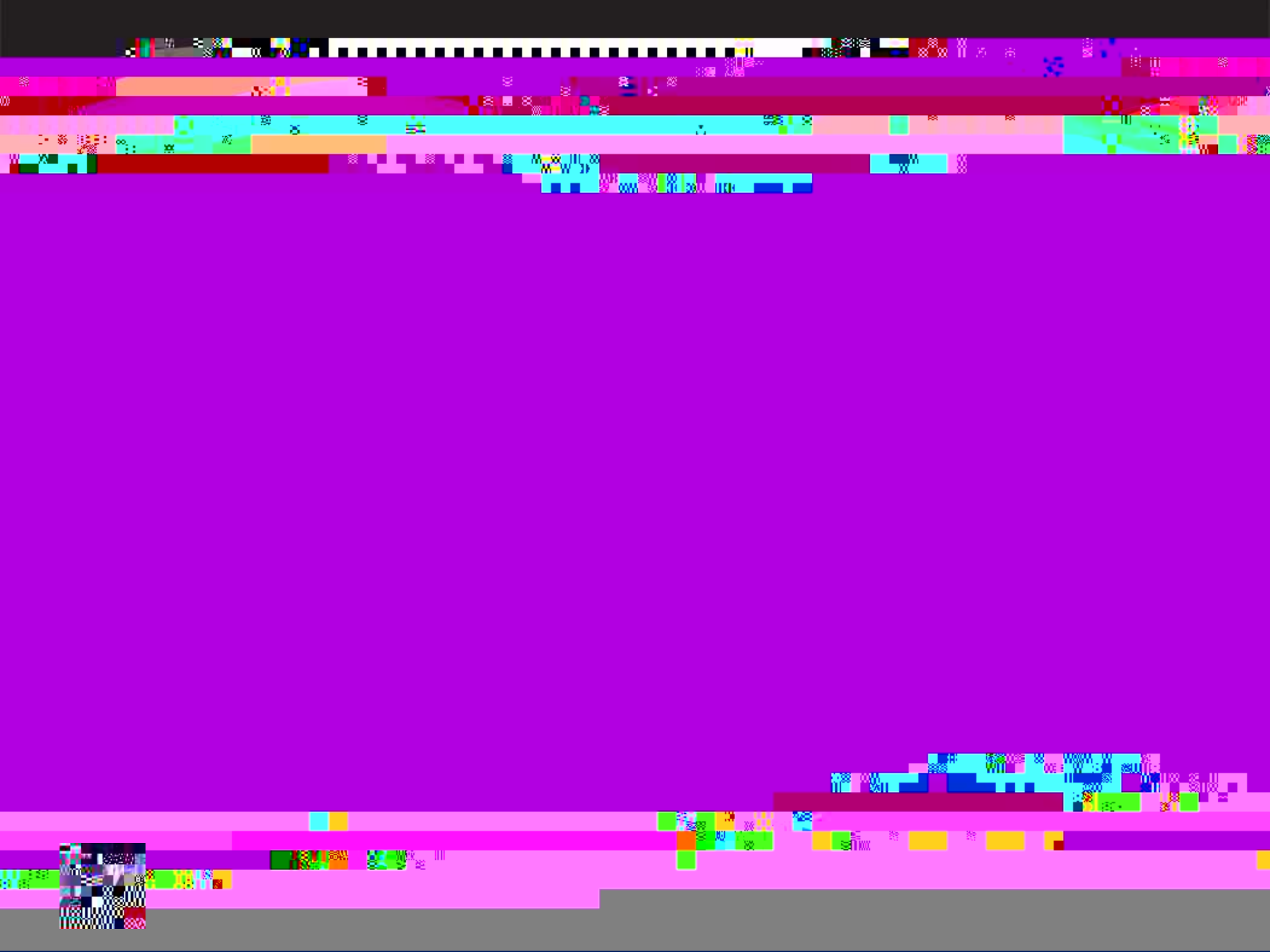
Arterial

Low speed







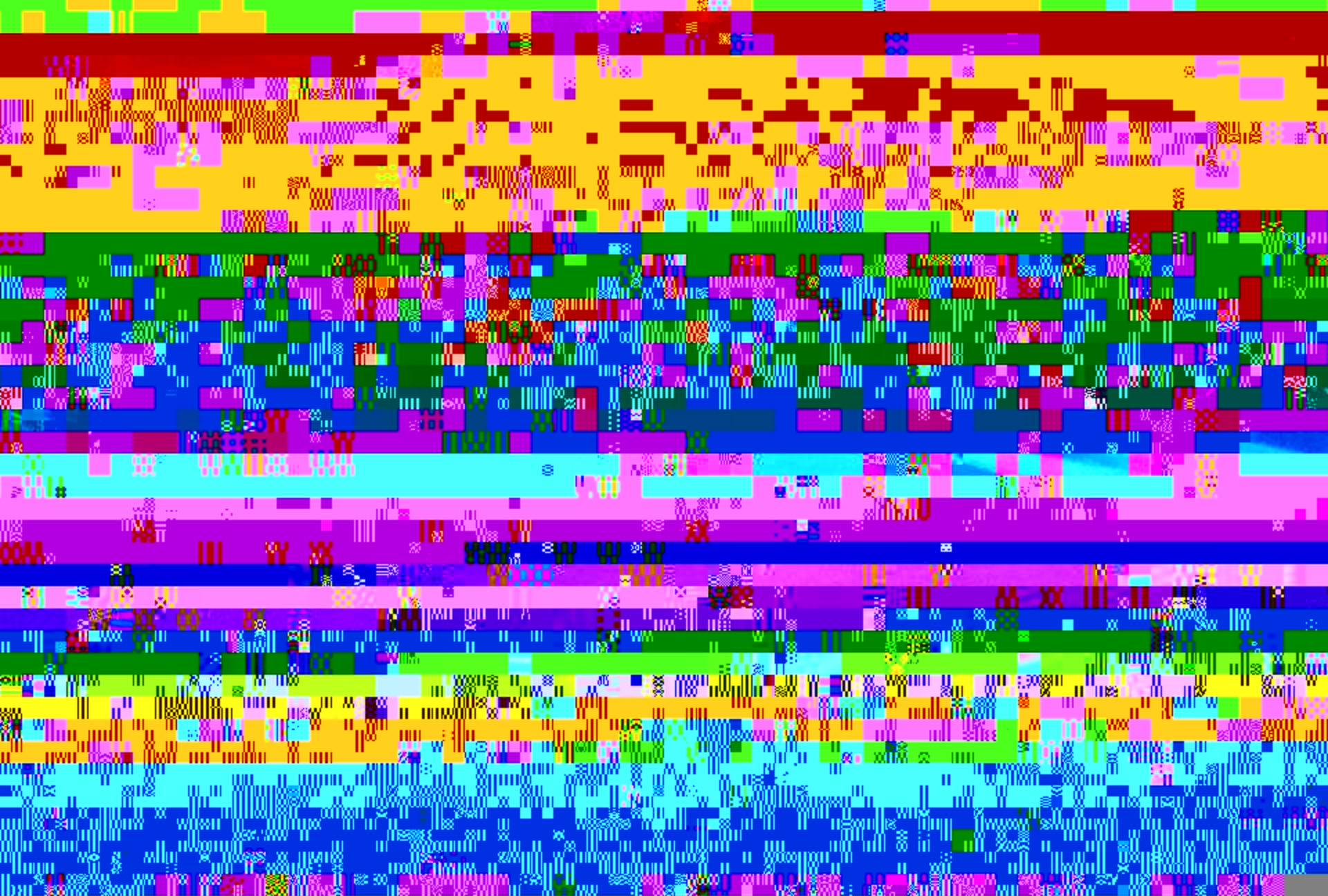


Star Ratings

- “ Risk Maps show us **where** crashes are occurring but not **why**
- “ Next step is Star Ratings
- “ Measure the safety that is **built-in** to the road
- “ A rating between 1 and 5 stars is given
- “ Independent of crash statistics
- “ Will enable sections of road that are likely to be risky to

What Elements are Rated?

Mid-block characteristics - RPS



Divided



