ALLIANCE FOR AUTOMOTIVE INNOVATION

AUTOMATIC EMERGENCY BRAKING

What is Automatic Emergency Braking (AEB)?

AEB is a life-saving technology developed by automakers and voluntarily deployed in millions of vehicles today.

These systems are just what they sound like. Vehicle sensors help protect against potential front-end collisions with another vehicle by providing a warning to the driver and automatically applying the brakes to avoid or reduce the severity of a collision. Some AEB systems also include capabilities that detect pedestrians and cyclists.

Automakers support AEB technologies and share the goals of NHTSA, Congress and advocates to enhance the performance of AEB systems.

BUT...

NHTSA's rule setting new standards for the technology is flawed.

What is NHTSA's Rule?

NHTSA's rule includes aggressive braking requirements that will likely irritate consumers, lead to an increase in rear end collisions and drive up the price of new vehicles.

- **The rule will make driving unpredictable.** When driving at higher speeds, overly aggressive requirements will likely result in vehicles applying the brakes far in advance of what the driver and others on the road would typically expect.
- **The rule will have a negative impact on safety.** If consumers seek to disable the system, it would leave cars without ANY AEB functionality and undermine the safety benefits achieved since industry first committed to making these systems available as standard equipment.
- **The rule will make vehicles more expensive.** The rule will drive up the cost of vehicles by as much as $4000 (NHTSA estimated the cost at only $80 per vehicle), limiting options for the average consumer.

Automakers support the European standard which provides strong safety benefits and minimizes the cost impact to the average consumer.

Many vehicles on the road today include AEB because of the auto industry's 2016 voluntary commitment to install AEB in new vehicles.

Experts predict that voluntary commitment could prevent 42,000 vehicular incidents and 20,000 injuries by 2025.