ADVOCATES FOR HIGHWAY & AUTO SAFETY

IIHS HLDI

An Effective Research and Advocacy Partnership

IIHS Research plus Advocates' Action = Lives Saved, Injuries Prevented, Economic Benefits

Effective policies that make our roadways safer don't happen overnight. The partnership between Advocates and IIHS puts world-class data in the hands of a passionate team of professionals who lobby for positive change every day. That change leads to crashes prevented, lives saved, injuries reduced, and economic benefits achieved.

The Insurance Institute for Highway Safety (IIHS) is an independent, nonprofit scientific and educational organization dedicated to reducing deaths, injuries, and property damage from motor vehicle crashes through research and evaluation and through education of consumers, policymakers and safety professionals.

Advocates for Highway and Auto Safety (Advocates) is a coalition of insurance companies and agents working with the nation's leading consumer, health, law enforcement and safety groups toward adoption of federal and state laws, policies and programs that prevent motor vehicle crashes, save lives, reduce injuries, and contain costs.

"From 1989 through 2021, Advocates, conservatively, has saved an estimated 215,000 lives. Our auto insurer Board of Directors members helped generate at least $1,250 in cost savings for every $1 invested in support of Advocates' safety efforts." — *"The Economic and Public Health Benefits of 32 Years of Advocacy for Safe Cars, Safe Driving, and Safe Roadways by Advocates for Highway and Auto Safety," Ted R. Miller, PhD, Pacific Institute for Research and Evaluation, Jan. 2024.*

Vehicle Safety Technology

Advanced Driver Assistance Systems

IIHS RESEARCH

- Research on ADAS and its effectiveness at reducing crashes, including lane departure warning, blind spot detection, rear AEB and rear cross traffic alert

ADVOCATES ACTION

Federal

- ✓ Provided testimony before Congress on several occasions on the importance of requiring ADAS on all new vehicles and establishing minimum safety performance standards
- ✓ Secured inclusion of ADAS provision in the bipartisan IIJA which resulted in issuance of the Final Rule for passenger vehicle AEB to detect and respond to pedestrians, and work at all relevant speeds and in all lighting conditions
- ✓ Secured inclusion of the Magnus White and Safe Streets for Everyone Act in the House Energy and Commerce vehicle safety title

Impaired Driving Prevention Technology

IIHS RESEARCH

- Research on potential lives saved by in-vehicle alcohol detection systems

ADVOCATES ACTION

Federal

- ✓ Secured IIJA language mandating a federal safety standard requiring passenger motor vehicles be equipped with advanced impaired driving prevention technology, which could curb drugged, drowsy and distracted driving in addition to drunk driving
- ✓ Supported DRIVE to HALT Drunk Driving Act to prevent efforts to repeal or defund impaired driving prevention rulemaking
- ✓ Submitted information and comments to the NHTSA and the ANPRM

Vehicle Safety Technology

Consumer Information

IIHS RESEARCH

- Vehicle safety ratings based on crash tests
- AEB tests for preventing collisions with other vehicles and pedestrians
- Partial automation safeguard ratings

ADVOCATES ACTION

Federal

- ✓ Testified before Congress on the need to update NCAP and provide consumers with information regarding the capabilities and limitations of vehicles with ADS
- ✓ Secured language in legislation included in IIJA that requires update of NCAP and subsequently submitted comments to the federal docket
- ✓ Secured inclusion of the Know Before You Drive Act in the House Energy and Commerce Committee safety title

Headlamps

IIHS RESEARCH

- Research on new headlight technologies to improve safety

ADVOCATES ACTION

Federal

- ✓ Secured inclusion of the Safety is Not for Sale Act of 2026 in House Energy and Commerce Committee safety title
- ✓ Secured IIJA language requiring NHTSA to revise federal standards for headlamps to ensure correct aim and testing while mounted on a vehicle and to allow for ADB headlamps
- ✓ Secured updated rule from NHTSA to permit ADB headlamps

Vehicle Safety Technology

Crash Data

IIHS RESEARCH

- Research showing collection of crash data would increase knowledge of real-world crash experience

ADVOCATES ACTION

Federal

- ✓ Provided testimony before Congress on the importance of requiring EDRs in all vehicles
- ✓ Advocated for improved crash data collection, analysis and transparency in SGO 2021-01 for vehicles equipped with ADAS Level 2+ and ADS, including in AV Safety Data Act and Preventing Roadside and Work Zone Deaths Act
- ✓ Secured grant funding for states to improve their traffic safety data collection, analysis and transmission to U.S. DOT

Automated Driving System and Autonomous Vehicle Technology

IIHS RESEARCH

- Research on safety risks of fully autonomous vehicles
- Research on safeguards for partial driving automated systems revealing numerous flaws and safety deficiencies
- Partial driving automation safeguard ratings

ADVOCATES ACTION

Federal

- ✓ Secured the introduction of the AV Safety Data Act, AV Emergency Response Coordination Act, Know Before you Drive Act, SAFE Exit Act and Stay in Your Lane Act
- ✓ Opposed legislation that would allow for mass deployment of AVs that are exempt from federal safety standards without critical regulatory requirements
- ✓ Developed "AV Tenets," a proactive policy platform that: prioritizes safety; protects all road users; guarantees accessibility and equity; ensures sustainable transportation; retains local control; and preserves consumer and worker rights with support from a diverse coalition of 70 local, state and national stakeholders

Vehicle Safety Technology

Front and Side Air Bags

IIHS RESEARCH

- Research on the effectiveness of front and side air bags in saving lives and reducing injuries

ADVOCATES ACTION

Federal

- ✓ Secured requirement that air bags be installed as standard equipment in all front seating positions of passenger vehicles
- ✓ Negotiated legislative language and terms for directing new NHTSA rulemaking for improved, advanced air bags, thereby safeguarding the standard
- ✓ Secured adoption of a more stringent side impact pole test that would necessitate installation of side air bags

Rearview Cameras

IIHS RESEARCH

- Subsequent to the rule, research showing rearview cameras can prevent nearly one in six police-reported backing crashes
- Subsequent to the rule, research showing drivers 70 or older using vehicles with a rearview camera cut their backup crash rate by 40%

ADVOCATES ACTION

Federal

- ✓ Organized victim advocates to launch legislative campaign, held press conferences and led lobbying days
- ✓ Achieved enactment of the Cameron Gulbransen Kids Transportation Safety Act, which required DOT to issue a rear visibility standard
- ✓ Successfully promoted rearview cameras be required as standard equipment in all new cars

Vehicle Rollover Safety Standard

IIHS RESEARCH

- Research showing light trucks, especially SUVs, are prone to rollover
- Test results showing ESC is effective in preventing crashes

ADVOCATES ACTION

Federal

- ✓ Achieved legislative mandates in the Intermodal Surface Transportation Efficiency Act directing NHTSA to issue FMVSS requiring that all light vehicles be equipped with ESC systems, stronger roof strength requirements and ejection mitigation protection

Vehicle Occupant & Vulnerable Road User Safety

Impaired Driving

IIHS RESEARCH

- Research and analysis on the impact of alcohol crash risk
- Analysis of alcohol and marijuana-related laws and enforcement
- Analysis of research of IIDs
- Research on changes to traffic crash rates after legalization of marijuana
- Research on the effectiveness of advanced impairment detection systems

ADVOCATES ACTION

States

✓ Promoted passage of:
- All-offender ignition interlock law (30 + DC)
- Open container law (38 + DC)
- .05% BAC (1)

Federal

✓ Supported funding for law enforcement training programs

✓ Conducting an ongoing campaign to urge NHTSA to: conduct research to identify a causal link between marijuana use, impairment and crashes; identify verified roadside testing technology; and identify an impairment standard for marijuana

✓ Supported introduction of End DWI Act to improve state IID laws

Speeding and Red Light Running

IIHS RESEARCH

- Research on safety cameras
- AE Checklist collaboration
- AE and ISA working groups, produced joint recommendations

ADVOCATES ACTION

States

✓ Promoted passage of laws:
- Permitting ASE (29 + DC) and for states to put it into use (25 + DC)
- Permitting RLC (23 + DC) and for states to put it into use (22 + DC)

✓ Supported ISA laws for "super speeders" (7 + DC)

Federal

✓ Secured federal funds for ASE in school and work zones

✓ Secured legislation to oppose defunding of certain federal programs to establish AE programs, including the Slow Down Act and Protect Our Students Act

Vehicle Occupant & Vulnerable Road User Safety

Seat Belt Use

IIHS RESEARCH

- Research on the effectiveness of primary enforcement seat belt laws
- Research on seat belt reminders (front and rear)
- Seat belt calculator tool that shows stronger state seat belt laws increase seat belt use rates and reduce occupant deaths

ADVOCATES ACTION

States

✓ Promoted passage of:
- Primary enforcement front seat belt laws (35 + DC)
- Primary enforcement rear seat belt laws (21 + DC)

Federal

✓ Achieved enactment of legislative language mandating NHTSA rulemaking to require rear seat belt reminder systems as standard equipment in all new cars

✓ Secured Final Rule from NHTSA on rear seatbelt reminders

Distracted Driving

IIHS RESEARCH

- Public survey data on use of smartphones while driving
- Research on comprehensive distracted driving laws
- Research suggesting police crash reports may undercount cell phone use before a crash by a factor of at least seven

ADVOCATES ACTION

States

✓ Promoted passage of:
- Primary enforcement all-driver text messaging restriction (45 + DC)
- GDL cell phone restriction (26 + DC)

Federal

✓ Secured language in IIJA directing:
- Updates to Section 405 grant requirements including for distracted driving and transparency in grant determination process
- Research and potential rulemaking for driver monitoring systems to curb driver distraction and automation complacency
- Flexibility in impaired driving prevention technology to potentially include distracted, drowsy and drugged driving prevention in rulemaking
- Secured introduction of the Driver Technology and Pedestrian Safety Act

Vehicle Occupant & Vulnerable Road User Safety

Novice Teen and Young Adult Driver Safety

IIHS RESEARCH

- Young driver crash data analysis and research, including distracted driving risks
- Online calculator tool that shows stronger GDL laws reduce teen crashes and curb crash costs

ADVOCATES ACTION

States

✓ Promoted passage of:
- Minimum age for learner's permit (16 yo) and licensing law (17 yo) (6 + DC)
- 70 hours of supervised driving provision (1)
- Nighttime driving restriction provision (8 pm start time) (1)
- Passenger restriction provision (non-familial teens) (7 + DC)
- Cell phone restrictions (26 + DC)

Federal

✓ Promoted the requirement of crash avoidance technology, including AEB, in new vehicles

✓ Achieved enactment of federal legislation requiring every state to enact a Zero Tolerance BAC law for underage drinking and driving

Child Passenger Safety

IIHS RESEARCH

- Comprehensive statistical analysis of child crash fatalities from 1975-2021
- Research and testing of proper restraint systems for children, including booster seat ratings

ADVOCATES ACTION

States

✓ Promoted passage of:
- Rear facing through age two or older law (25)
- Booster seat law (14)
- Rear seat through age 12 law (5)

Federal

✓ Secured passage of Anton's Law directing performance requirements for booster seats and lap and shoulder belts in rear seat

✓ Secured introduction of the CAR SEAT Act and School Bus Safety Act

Vehicle Occupant & Vulnerable Road User Safety

Vulnerable Road User Safety

IIHS RESEARCH

- Vehicle design and pedestrian safety research
- Roadway design research
- Research and analysis of crash avoidance technology

ADVOCATES ACTION

Federal

- ✓ Promoted issuance of Final Rule on AEB with pedestrian detection in light and dark conditions and secured introduction of the Magnus White Safe Streets for Eveyone Act to require AEB in light vehicles to include bicycle and motorcycle rider detection
- ✓ Secured requirement in the IIJA for NHTSA to issue a Notice for Review and Comment on potential updates to hood and bumper standards
- ✓ Secured major funding in the IIJA for roadway safety infrastructure improvements to better protect VRUs
- ✓ Supported introduction of the Complete Streets Act and the Sarah Debbink Langenkamp Active Transportation Safety Act and the Stop Frontovers Act
- ✓ Supported state efforts to enact laws protecting VRUs and expanding ASE to areas of concern for VRU safety

Truck Safety

IIHS RESEARCH

- Driver fatigue research
- Front and side underride evaluations
- Study on effectiveness of front crash prevention systems in reducing large truck real-world crash rates

ADVOCATES ACTION

Federal

- ✓ Advocated for mandating AEB on large trucks, including petitioning NHTSA for rulemaking
- ✓ Secured language in IIJA mandating a Final Rule for AEB on trucks over 10,000 pounds
- ✓ Achieved issuance of NPRM on the rule
- ✓ Submitted comments to the federal docket and meetings with OIRA to influence Final Rule
- ✓ Prevented numerous rollbacks to exempt special interests from safety rules and laws
- ✓ Secured provisions in the IIJA to upgrade rear guard standard and research for side guards
- ✓ Achieved requirement that most drivers use ELDs to accurately record driving hours
- ✓ Supported the Staged Accident Fraud Prevention Act

Vehicle Occupant & Vulnerable Road User Safety

Motorcycle Helmets

IIHS RESEARCH

- Petition for rulemaking to require ABS for new on-road motorcycles
- Study showing 22,058 lives could have been saved if every state required all riders to wear helmets from 1976 to 2022

ADVOCATES ACTION

States

- ✓ Defeated attempts to repeal all-rider helmet laws (17 + DC)
- ✓ Advocated for all-rider helmet laws

Federal

- ✓ Supported IIHS petition for rulemaking
- ✓ Opposed Ride in Freedom Act

Glossary of Acronyms

ABS - Antilock Braking Systems

ADAS - Advanced Driver Assistance Systems

ADB - Adaptive Driving Beam

ADS - Automated Driving System

Advocates - Advocates for Highway and Auto Safety

AE - Automated Enforcement

ASE - Automated Speed Enforcement

AEB - Automatic Emergency Braking

ANPRM - Advanced Notice of Proposed Rulemaking

AV - Autonomous Vehicle

BAC - Blood Alcohol Concentration

DOT - Department of Transportation

DWI - Driving While Intoxicated

EDR - Event Data Recorders

ELD - Electronic Logging Devices

ESC - Electronic Stability Control

FMVSS - Federal Motor Vehicle Safety Standard

GDL - Graduated Driver Licensing

HLDI - Highway Loss Data Institute

IID - Ignition Interlock Device

IIHS - Insurance Institute for Highway Safety

IIJA - Infrastructure Investment and Jobs Act

ISA - Intelligent Speed Assistance

MADD - Mothers Against Drunk Driving

NCAP - New Car Assessment Program

NHTSA - National Highway Traffic Safety Administration

NPRM - Notice of Proposed Rulemaking

OIRA - Office of Information and Regulatory Affairs

RFI - Request for Information

RLC - Red Light Cameras

SGO - Standing General Order

SUV - Sport Utility Vehicle

VRU - Vulnerable Road User

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