

# ADAS in Top-Selling Vehicles



Advanced driver assistance systems (ADAS) seek to alert a driver to critical events (e.g., forward collision warning) or even intervene (e.g., emergency braking, lane-keeping steering) to prevent crashes; however, they are not equally available across the passenger vehicle fleet.

The cost and optionality of ADAS features limit widespread consumer use and the potential for wide-reaching safety improvements. Because ADAS features are more likely to be present on more expensive trim packages of new cars, consumers are often priced out of safety-related assistance technologies. Even consumers who could afford the additional expense of these technologies may choose not to upgrade if the technologies are seen as a luxury rather than a necessity or are packaged with unwanted upgrades. The continuing popularity and increased danger posed by larger vehicles like SUVs urges attention and effort to increase the presence of these crash-avoidance technologies.

## FINDINGS

- For every body type, the availability of forward collision warning, automatic braking, and lane keeping significantly increased the Manufacturer's Suggested Retail Price (MSRP).
- The MSRP of the top-selling international vehicles was significantly lower than for US vehicles. This corresponds to US models being more likely to be larger, more expensive vehicle types than the international models.
- The top-selling international vehicles were significantly more likely than US vehicles to have a forward collision warning system.
- 20-25 percent of the top-selling model/trim combinations of all body types lacked forward collision warning and automatic emergency braking systems.

