

**Press Contact**

**Carly Lejnieks  
Harris Interactive  
585-214-7415**

**New Harris Interactive AutoTECHCAST Study: Consumers Want New Crash Avoidance Technologies But Won't Yield Control of Vehicle**

**Blind Spot Detection and Lane Departure Warnings Clearly New Frontier in Auto Safety**

**TABLE 1**  
**LIKELIHOOD TO PURCHASE BLIND SPOT DETECTION AND WARNING TECHNOLOGY**  
"How likely would you be to purchase this technology on your next new vehicle?"

Base: Adults who evaluated "blind spot detection and warning" technology

	<b>Total</b>
Base	1,091
	%
<b>TOP 3 BOX (NET)</b>	<b>50</b>
Extremely likely	9
Very likely	18
Likely	24
<b>BOTTOM 2 BOX (NET)</b>	<b>50</b>
Somewhat likely	36
Not at all likely	14

*(Note: Percentages may not add up to 100% due to rounding).*

**TABLE 2**  
**LIKELIHOOD TO PURCHASE BLIND SPOT DETECTION AND WARNING TECHNOLOGY AT PRICE OF \$600**  
"How likely are you to purchase the Blind Spot Detection and Warning technology if it added \$600 to the total cost of your vehicle?"

Base: Adults who evaluated "blind spot detection and warning" technology

	<b>Total</b>
Base	1,091
	%
<b>TOP 3 BOX (NET)</b>	<b>29</b>
Extremely likely	6
Very likely	9
Likely	14
<b>BOTTOM 2 BOX (NET)</b>	<b>71</b>
Somewhat likely	30
Not at all likely	41

*(Note: Percentages may not add up to 100% due to rounding).*

**TABLE 3**  
**PREFERENCE FOR BLIND SPOT DETECTION AND WARNING ACTION**

“If your vehicle detects another vehicle in its blind spot while you attempt to change lanes, which of the following do you prefer?”

Base: Adults who are likely to include “blind spot detection and warning” technology on their next vehicle

	<b>Total</b>
Base	544
	%
That the system alerts you of the presence of a vehicle in your blind spot through an audible, visual or physical warning and you make the necessary maneuvers to avoid an accident	73
That the system allows you to make the correction yourself, but assists you in the steering process	15
That the system takes control of your vehicle and prevents you from changing lanes	6
Not sure	6

*(Note: Percentages may not add up to 100% due to rounding).*

**TABLE 4**  
**PREFERENCE FOR BLIND SPOT DETECTION AND WARNING ALERT**

“There are various ways to alert a driver that a vehicle is in its blind spot. Which do you prefer?”

Base: Adults who are likely to include “blind spot detection and warning” technology on their next vehicle

	<b>Total</b>
Base	544
	%
A system that warns me of a vehicle in my blind spot through an audible alert (buzz or beep)	41
A system that utilizes a camera to project an image of my vehicle's blind spot on a screen in my vehicle	18
A system that warns me of a vehicle in my blind spot through a visual alert (e.g., flashing light/icon) in the side view mirror	17
A system that warns me of a vehicle in my blind spot through a physical warning, such as a vibration in the driver seat or steering wheel	10
A system that warns me of a vehicle in my blind spot through a visual alert (e.g., flashing light/icon) in the instrument panel or dashboard	7
Not sure	6

*(Note: Percentages may not add up to 100% due to rounding).*

**TABLE 5**  
**LIKELIHOOD TO PURCHASE LANE DEPARTURE WARNING TECHNOLOGY**  
 “How likely would you be to purchase this technology on your next new vehicle?”

Base: Adults who evaluated “lane departure warning” technology

	<b>Total</b>
Base	1,063
	%
<b>TOP 3 BOX (NET)</b>	<b>29</b>
Extremely likely	4
Very likely	7
Likely	18
<b>BOTTOM 2 BOX (NET)</b>	<b>71</b>
Somewhat likely	39
Not at all likely	32

*(Note: Percentages may not add up to 100% due to rounding).*

**TABLE 6**  
**LIKELIHOOD TO PURCHASE LANE DEPARTURE WARNING TECHNOLOGY AT PRICE OF**  
**\$400**

“How likely are you to purchase the Lane Departure Warning technology if it added \$400 to the total cost of your vehicle?”

Base: Adults who evaluated “lane departure warning” technology

	<b>Total</b>
Base	1,063
	%
<b>TOP 3 BOX (NET)</b>	<b>21</b>
Extremely likely	3
Very likely	7
Likely	11
<b>BOTTOM 2 BOX (NET)</b>	<b>79</b>
Somewhat likely	28
Not at all likely	51

*(Note: Percentages may not add up to 100% due to rounding).*

**TABLE 7**  
**PREFERENCE FOR LANE DEPARTURE WARNING ACTION**

“If your vehicle detects that you are inadvertently drifting into the lane next to you, which of the following do you prefer?”

Base: Adults who are likely to include “lane departure warning” technology on their next vehicle

	<b>Total</b>
Base	315
	%
That the system alerts you that your vehicle is drifting through an audible, visual or physical warning and you make the necessary maneuvers to avoid an accident	62
That the system allows you to make the correction yourself, but assists you in the steering process	23
That the system takes control of your vehicle and prevents you from changing lanes	7
Not sure	9

*(Note: Percentages may not add up to 100% due to rounding).*

**TABLE 8**  
**PREFERENCE FOR LANE DEPARTURE WARNING ALERT**

“There are various ways to alert a driver that a vehicle is in its blind spot. Which do you prefer?”

Base: Adults who are likely to include “lane departure warning” technology on their next vehicle

	<b>Total</b>
Base	544
	%
A system that warns me that my vehicle is drifting through an audible alert (e.g., buzz or beep)	52
A system that warns me that my vehicle is drifting through a physical warning, such as a vibration in the driver's seat or steering wheel	30
A system that warns me that my vehicle is drifting through a visual alert (e.g., , flashing light/icon) in the instrument panel or dashboard	11
Not sure	6

*(Note: Percentages may not add up to 100% due to rounding).*