



The Role of Advanced Technologies in Enhancing Safety:

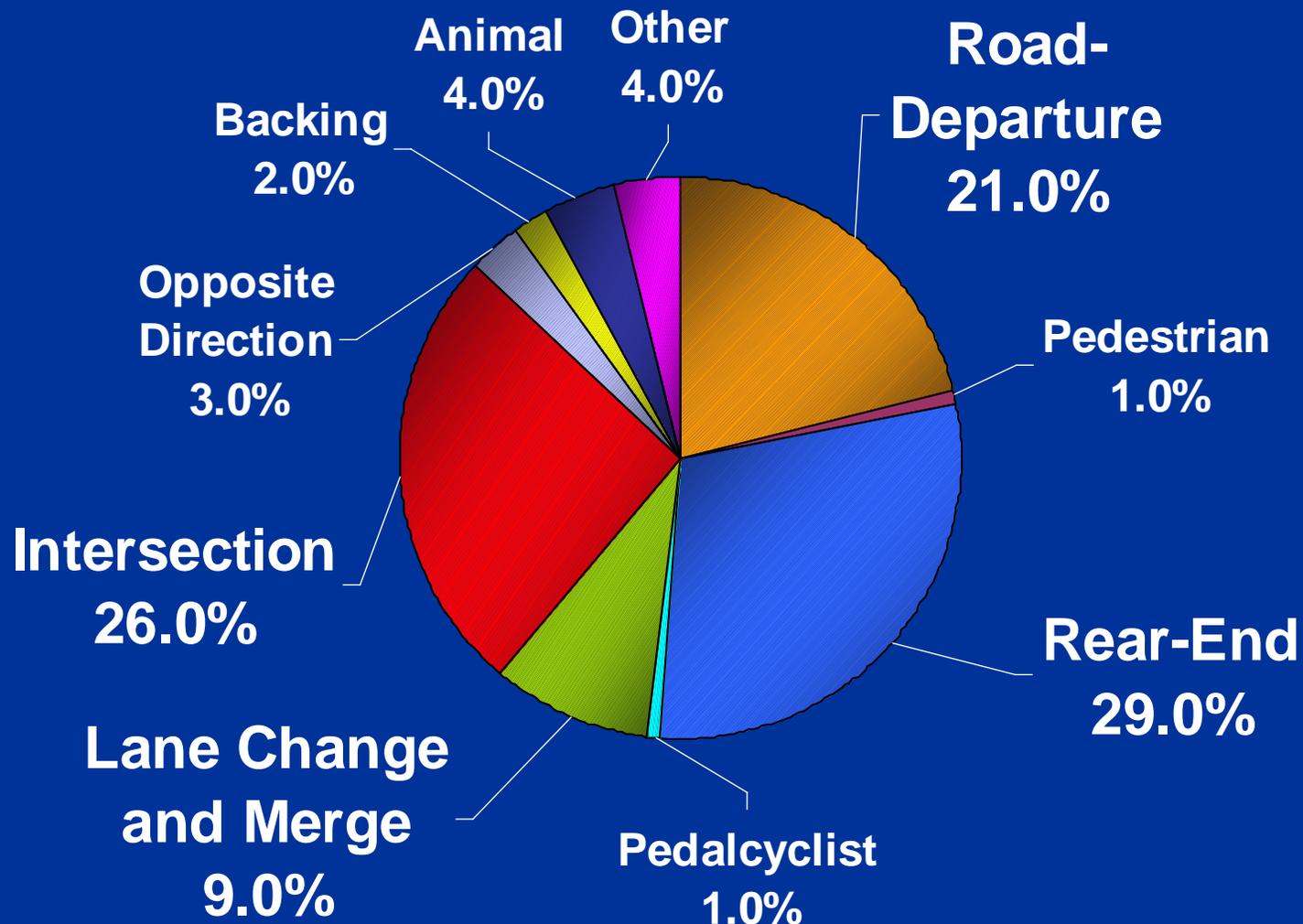


NHTSA BOSCH Joint Meeting

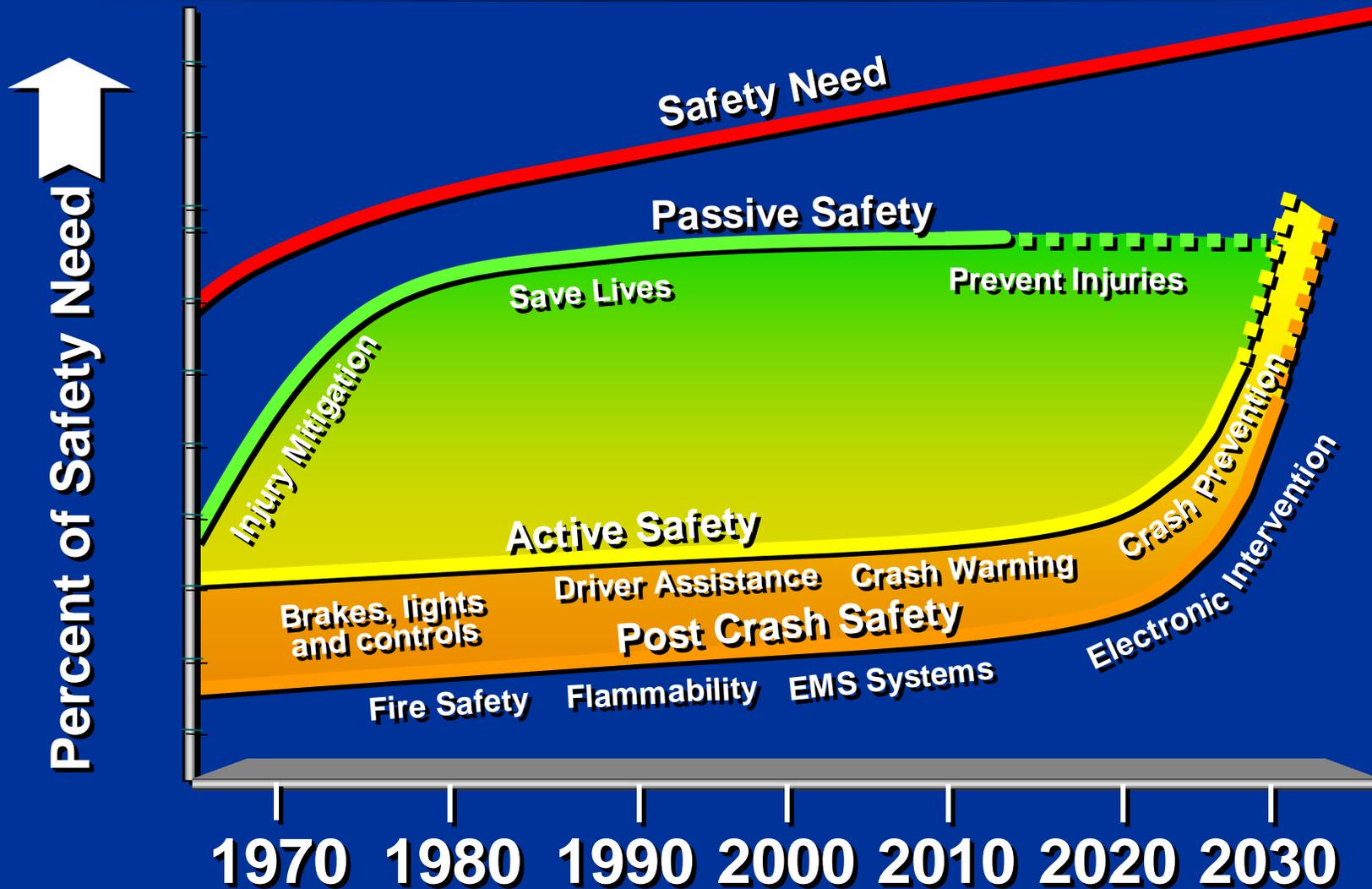
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Crashes of all Severities, 2000 GES



The Safety Need



Crash Time line

Prevention



Protection



0 **100**
m.sec.

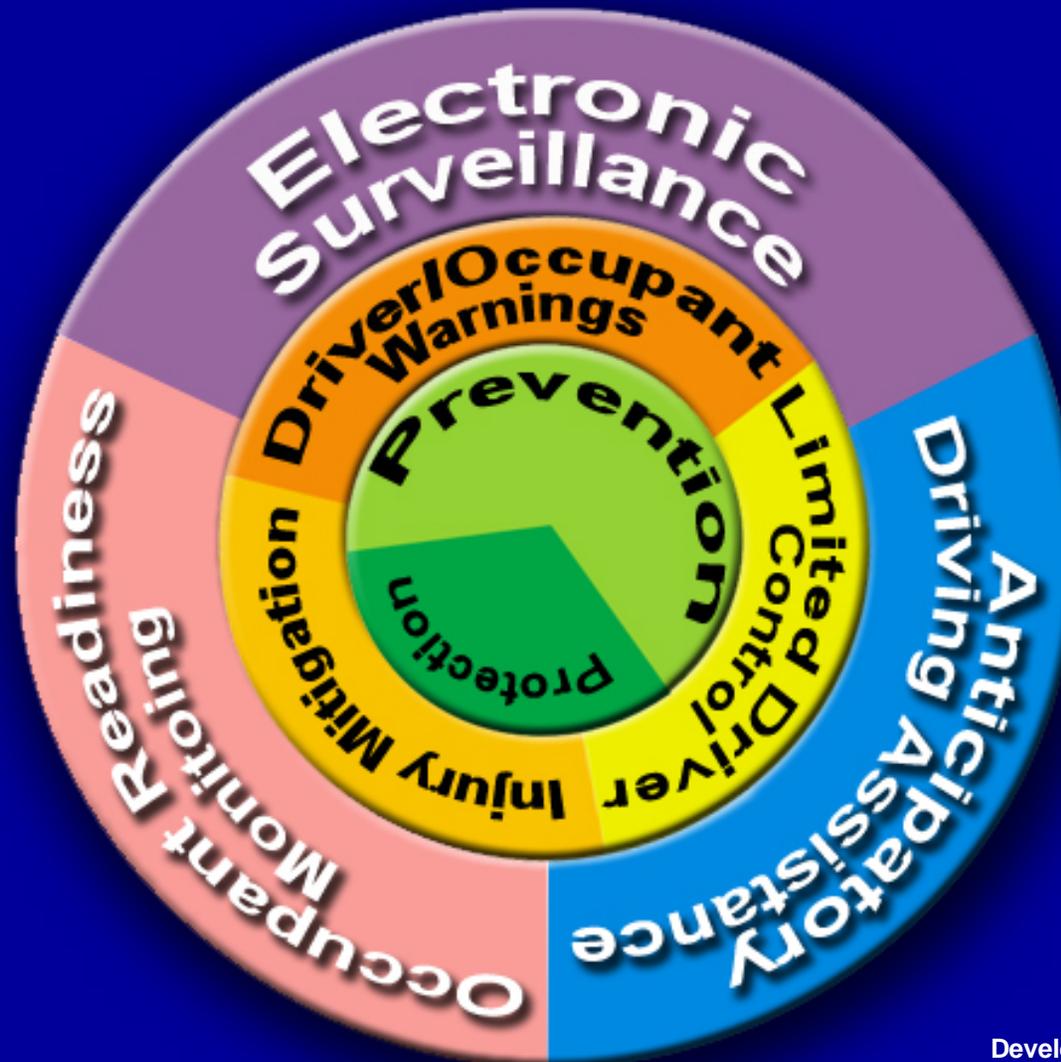


**Severity
Reduction**

Why Advanced Technologies?

- **Technologies often bring new opportunities**
- **Potential for total safety benefits**
- **Save lives, prevent injuries and reduce the economic costs**

Total Safety



Active and Passive Safety

- **Total Safety Countermeasures**
 - Active Safety
 - Passive Safety
- **Major advances to come from active safety**
- **NHTSA's research in active safety**

Deploying Active Safety Technologies

How to accelerate deployment?

- Collaborative research
- Estimate Safety Benefits and show Feasibility
- Use Market Forces & Consumer Information
- Develop Performance Specifications and Objective Tests.

Safety of the Future

- **Evolution of Advanced Technology**
- **Vehicle/Driver/Environment as Total System**
 - **Need Constant Communications Among All Components**
- **Society Must Accept Some Control by Vehicle**
- **Proper Testing and Evaluation Procedures Needed**
- **Facilitate Deployment Through a Variety of Methods**

Conclusions

- **Safety Needs Novel Approaches**
 - Collaborative research
 - Innovative regulatory approaches
 - Consumer information and education
 - Closer cooperation between
Government and Industry