

Ten major vehicle manufacturers have committed to making AEB (automatic emergency braking) a standard feature on all new vehicles.



The announcement represents a major step toward making crash-prevention technologies more widely available to consumers in the American market, which has lagged behind Europe and other markets in uptake of active crash-avoidance technology. The 10 companies—Audi, BMW, Ford, General Motors, Mazda, Mercedes, Tesla, Toyota, Volkswagen and Volvo—will work with IIHS and NHTSA in the coming months on the details of implementing their commitment, including the timeline for making AEB a standard feature.

Automatic emergency braking includes a range of systems designed to address the large number of crashes, especially rear-end crashes, in which drivers do not apply the brakes or fail to apply sufficient braking power to avoid or mitigate a crash. AEB systems use on-vehicle sensors such as radar, cameras and lasers to detect an imminent crash, warn the driver and, if the driver does not take sufficient action, engage the brakes.

AEB technology is already showing benefits in the real world. Several studies, including a recent report from IIHS, show AEB technology can reduce insurance injury claims by as much as 35%. The 10 manufacturers committing to across-the-board AEB represented 57% of U.S. light-duty vehicle sales in 2014.

In January, NHTSA announced its proposal to add automatic emergency braking to the list of recommended advanced safety features included in its New Car Assessment Program. In May, Transportation Secretary Foxx announced a series of steps DOT and NHTSA will take to accelerate the development of advanced safety technologies such as vehicle-to-vehicle communications and autonomous driving.