

AUTOMATIC EMERGENCY BRAKING

What is Automatic Emergency Braking (AEB)?

AEB is a life-saving technology developed by automakers and voluntarily deployed in millions of vehicles today.

These systems are just what they sound like. Vehicle sensors help protect against potential front-end collisions with another vehicle by providing a warning to the driver and automatically applying the brakes to avoid or reduce the severity of a collision. Some AEB systems also include capabilities that detect pedestrians and cyclists.



Automakers support AEB technologies and share the goals of NHTSA, Congress and advocates to enhance the performance of AEB systems.

BUT...

NHTSA's rule setting new standards for the technology is flawed.

What is NHTSA's Rule?

NHTSA's rule includes aggressive braking requirements that will likely irritate consumers, lead to an increase in rear end collisions and drive up the price of new vehicles. While improvements have been made, NHTSA's rule setting new standards for the technology is still flawed.

- **The rule will make driving unpredictable.** When driving at higher speeds, overly aggressive requirements will likely result in vehicles applying the brakes far in advance of what the driver and others on the road would typically expect.
- **The rule will make vehicles more expensive.** NHTSA significantly underestimates the necessary hardware automakers will need to install, driving up costs to consumers. The proposed rule is roughly six times more expensive than the European standard that Auto Innovators proposed as an alternative which could have been implemented several years earlier with similar safety results.
- **The rule lacks clarity where clarity is essential.** The rule requires a level of functionality that is neither practical nor affordable for consumers. Several requirements are also not clearly or objectively defined.

Automakers support the European standard which provides strong safety benefits and minimizes the cost impact to the average consumer.

Many vehicles on the road today include AEB because of the auto industry's [2016 voluntary commitment](#) to install AEB in new vehicles.

[Experts predict](#) that voluntary commitment could prevent 42,000 vehicular incidents and 20,000 injuries by 2025.