



VERENIGING  
ZAKELIJKE RIJDERS

VMS Insight



Connecting  
Mobility

# ADAS: from owner to user

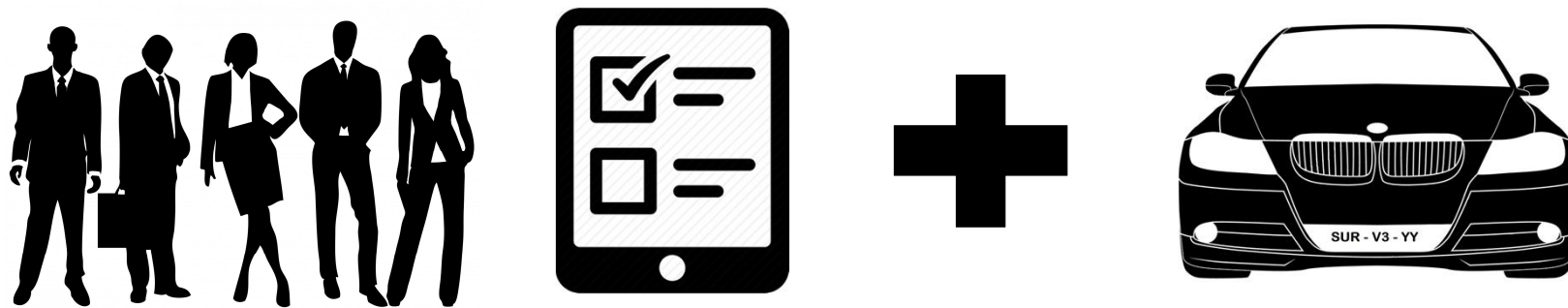
Insights in the conditions for a breakthrough  
of Advanced Driver Assistance Systems

Ilse Harms

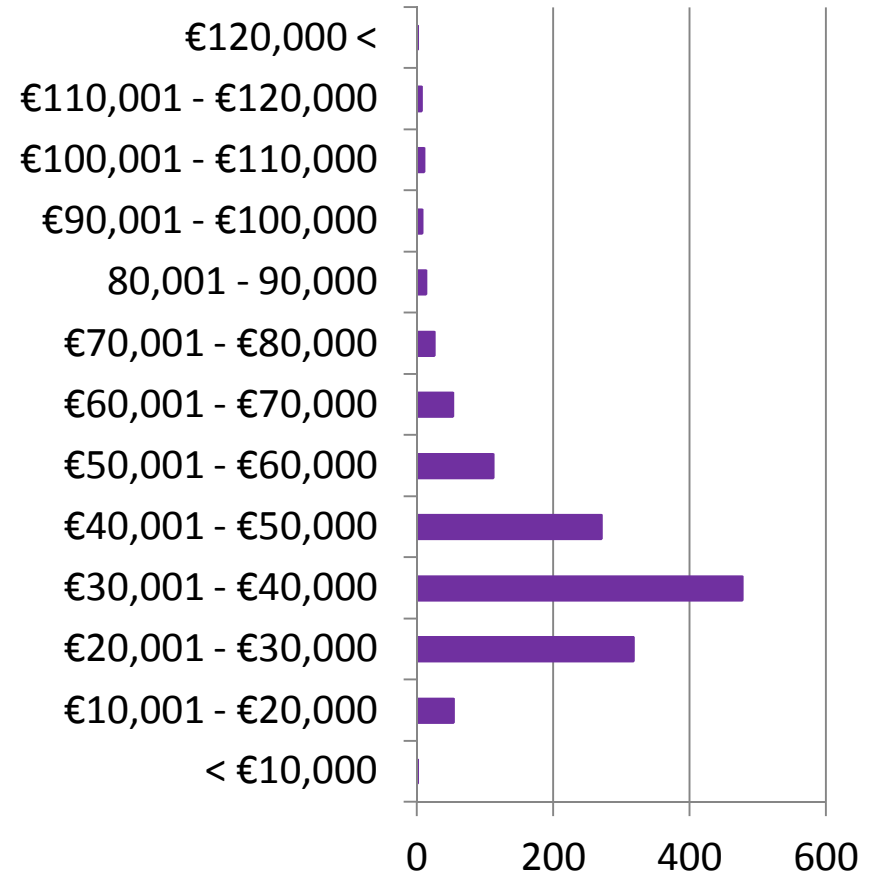
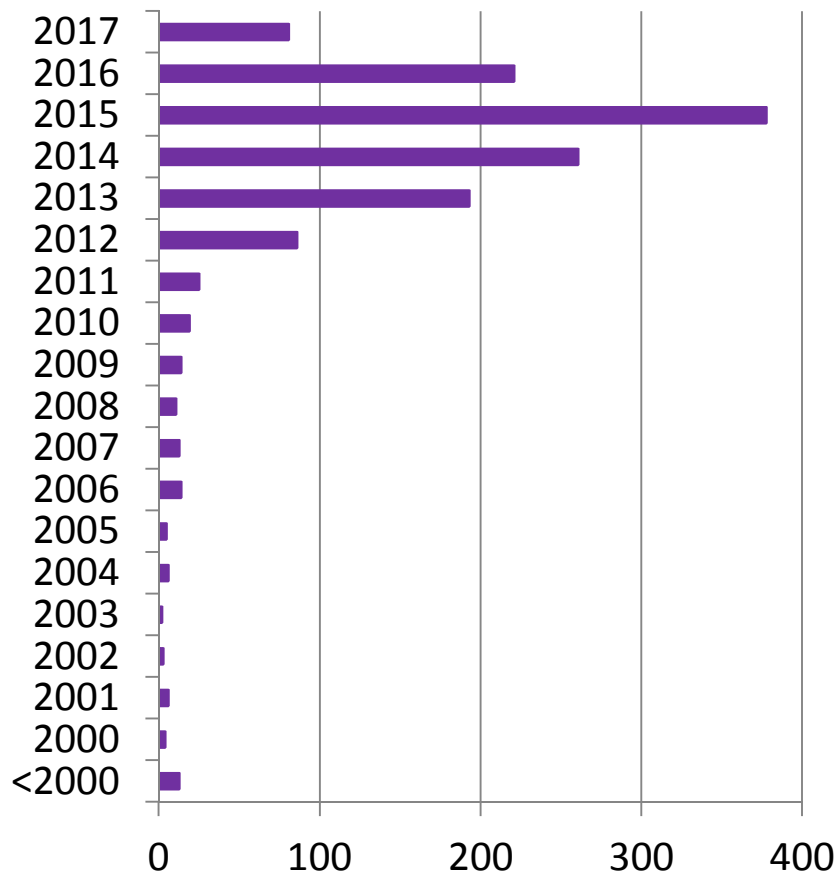
#SmartTogether



This study combines an online survey under 1,355 business drivers with the vehicle specs of their cars. The results represent business oriented mobility in the Netherlands.



## Year of construction and new value of participants' cars



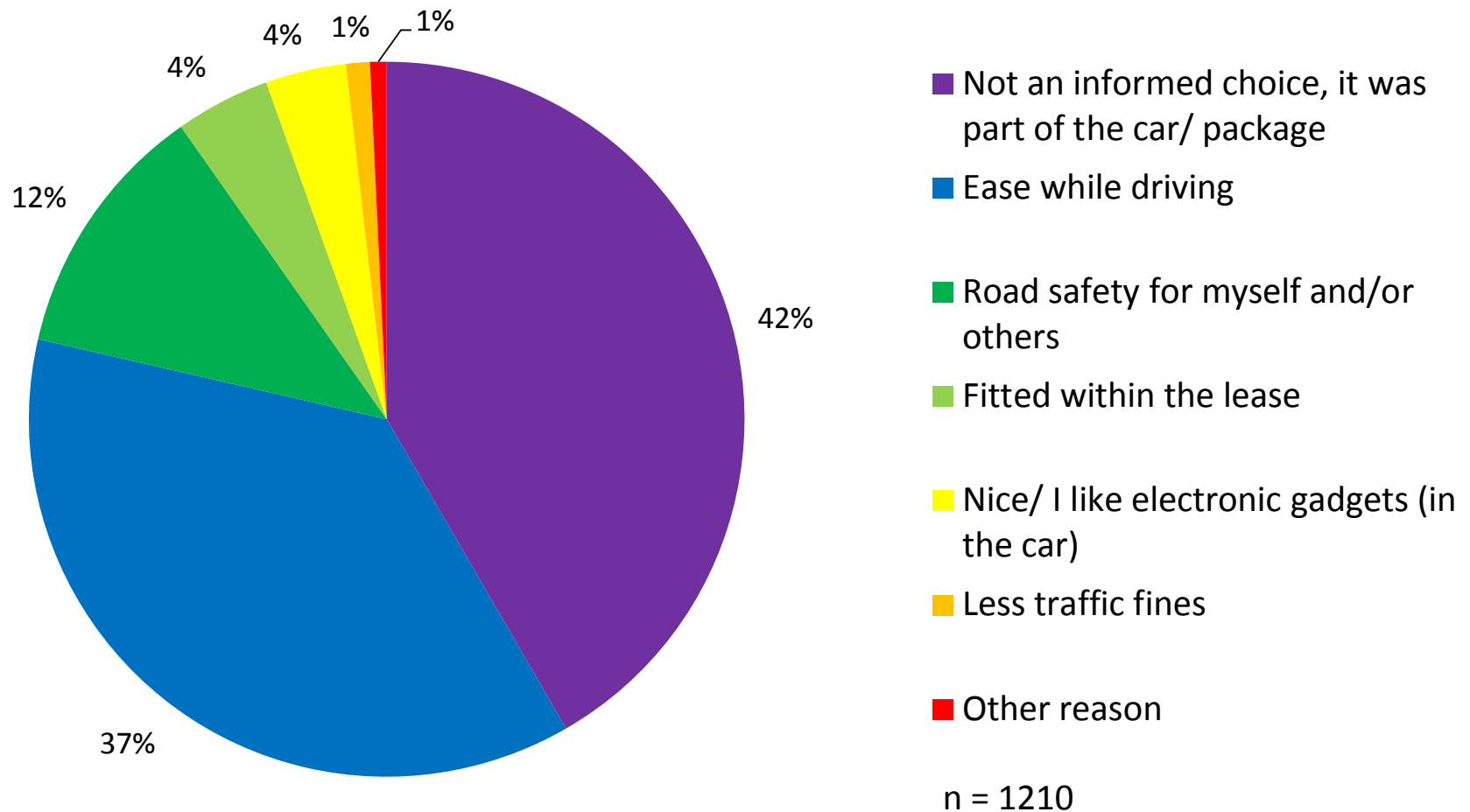
## The functionality of all ADAS were explained

Navigation (with and without traffic feed)	Emergency Brake
Cruise Control	Distance Alert
Adaptive Cruise Control (ACC)	Traffic Sign Recognition
Lane Departure Warning	Intersection Assistant
Lane Keeping Aid	Cross Traffic Alert
Lane Change Merge Aid	Traffic Jam Assistant

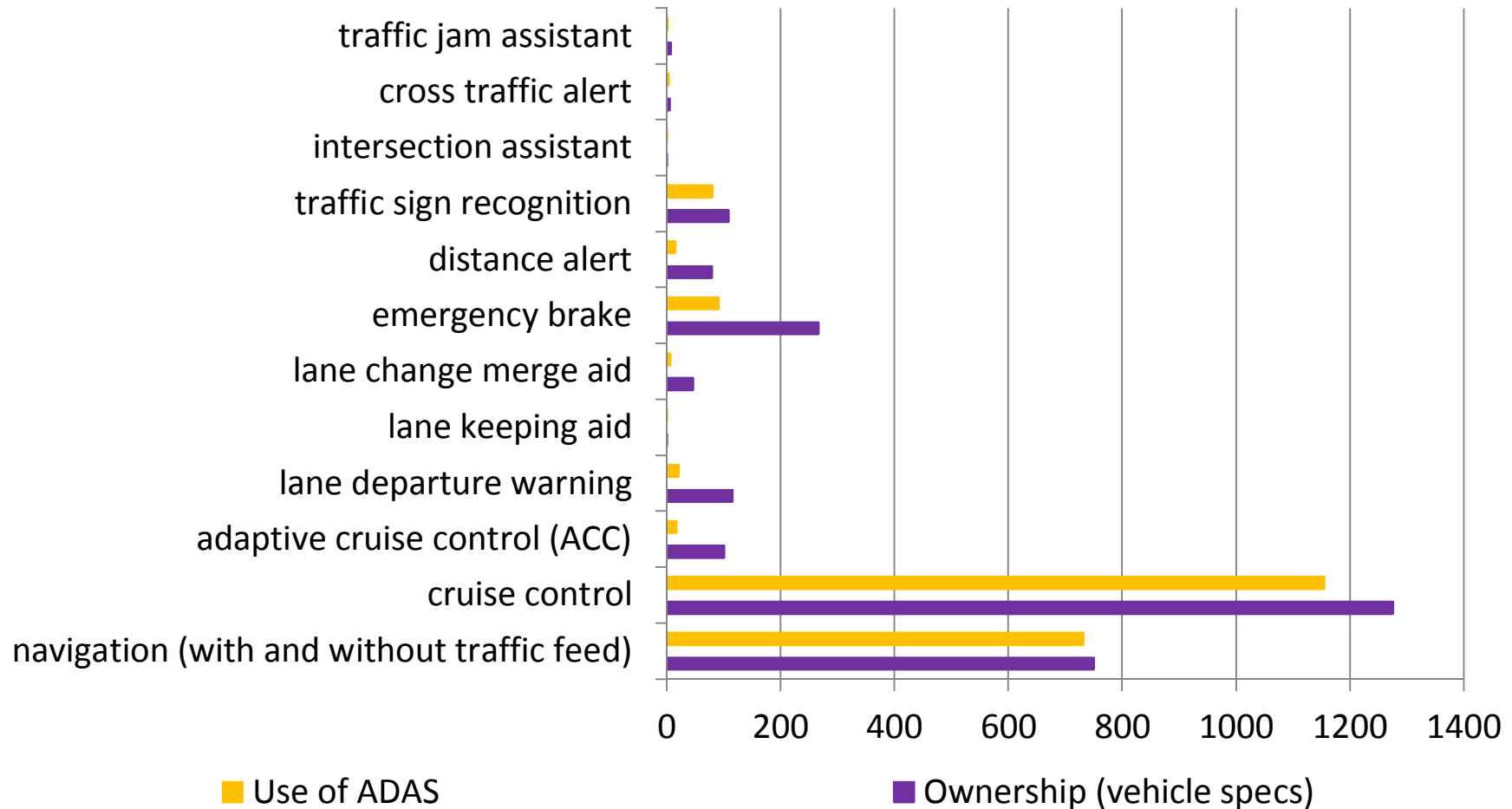
Excluded:

speed limiter, intelligent speed adaptation, park assist pilot

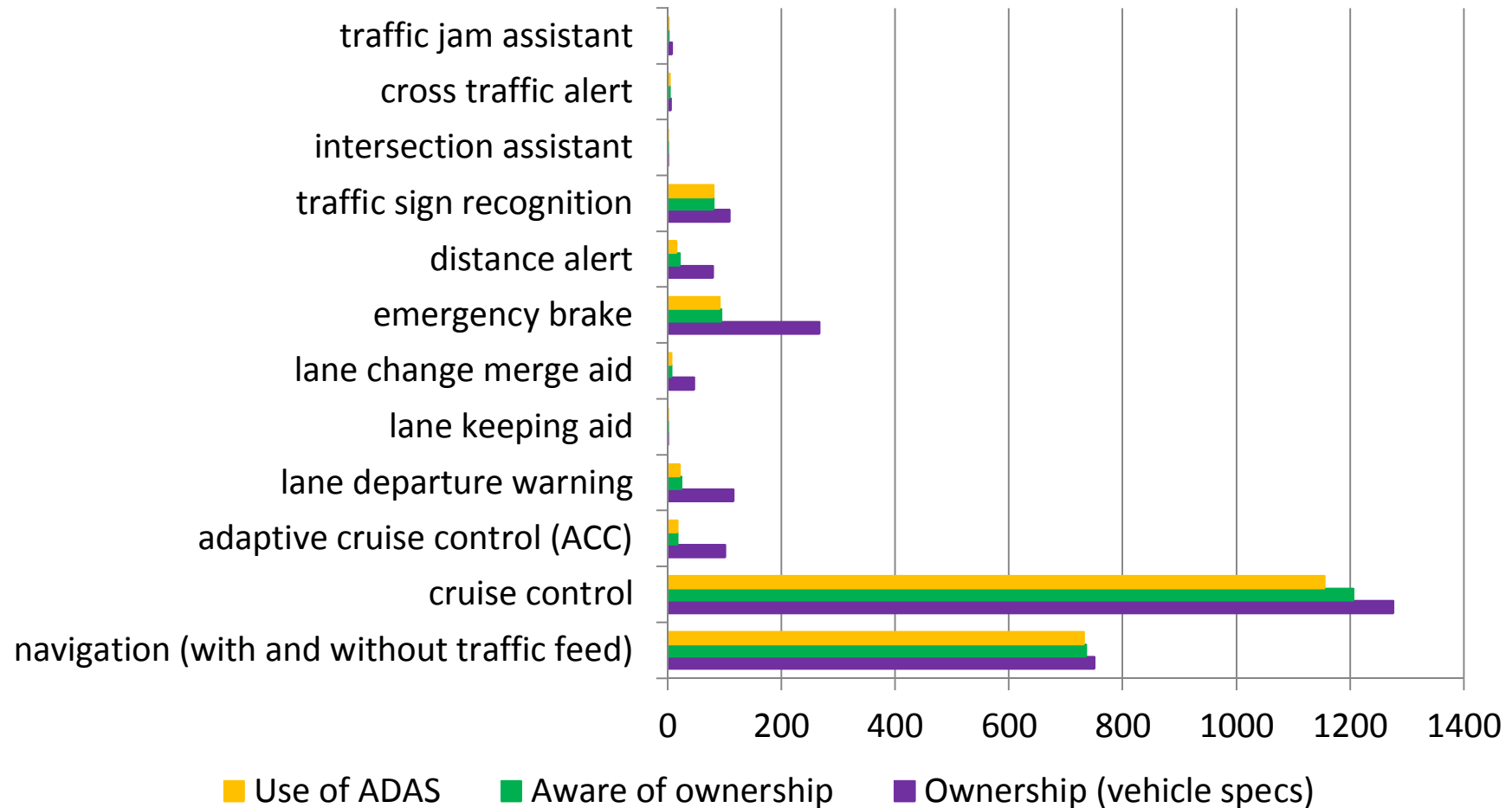
## The default option and comfort are the key factors for explaining why one's car is equipped with ADAS



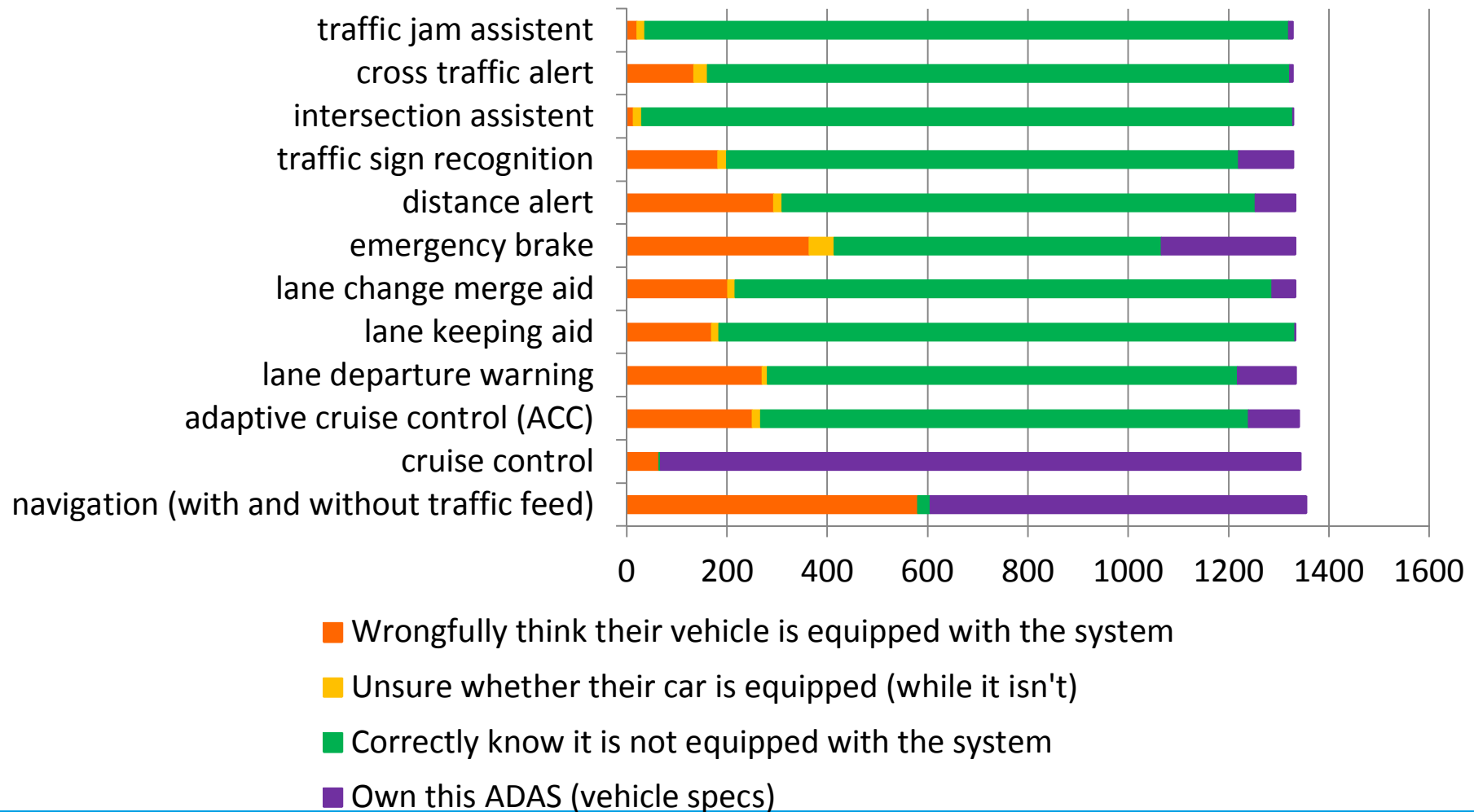
## There is a huge gap between owning ADAS and actually using the ADAS



There is a huge gap between owning ADAS and actually using the ADAS: because of a lack of awareness

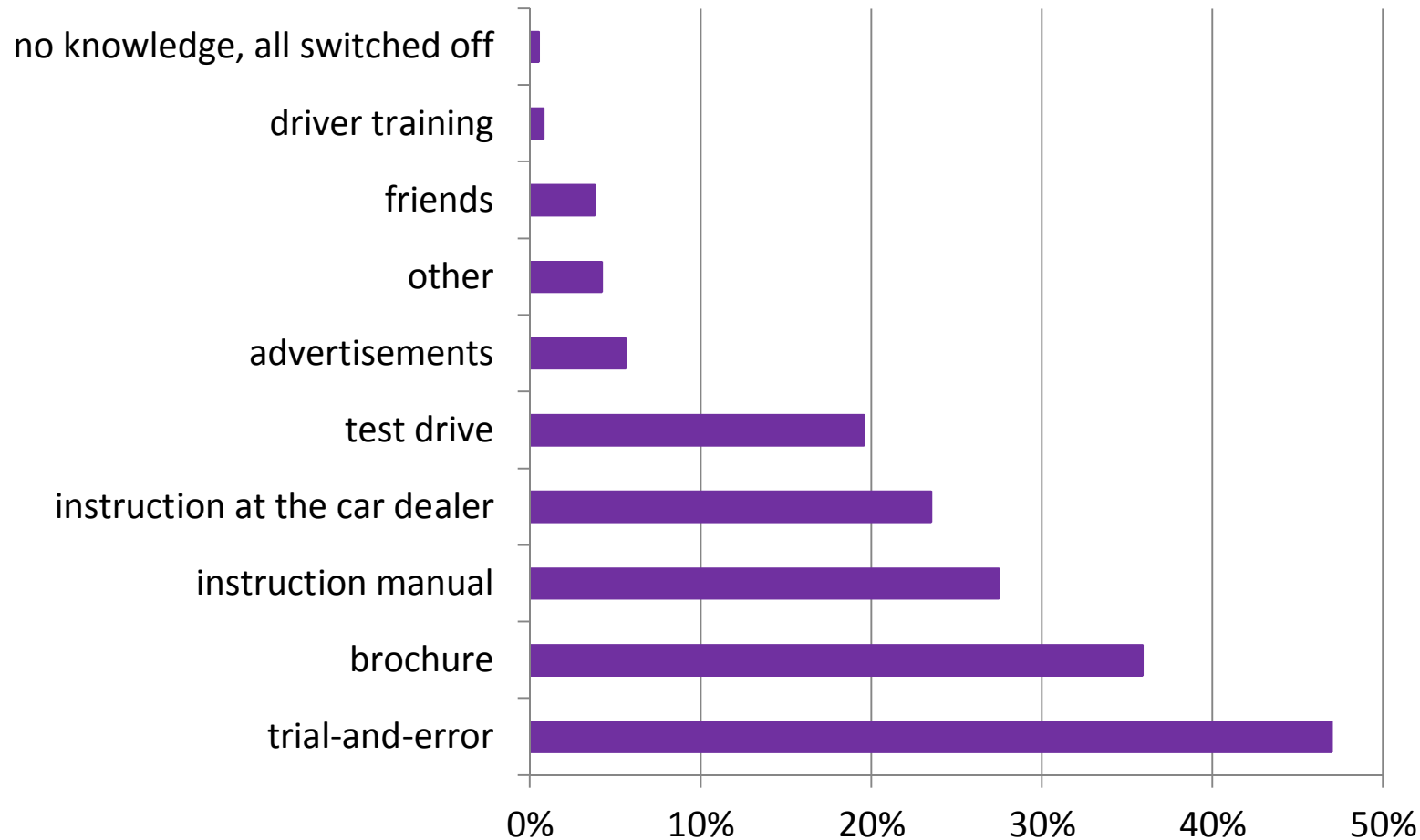


## Some concerns... about wrongfully thinking your vehicle is equipped with the system





## Half of the business drivers learned about their ADAS's functionality by trial-and-error while driving



n=1390

There is a gap in functionality of ADAS between what drivers expect and what the automotive industry means



Alert you if you're drifting out of your lane without using your indicator. The system does not take over control.

1. Lane departure warning
2. Rijbaan alarm
3. Lane assist



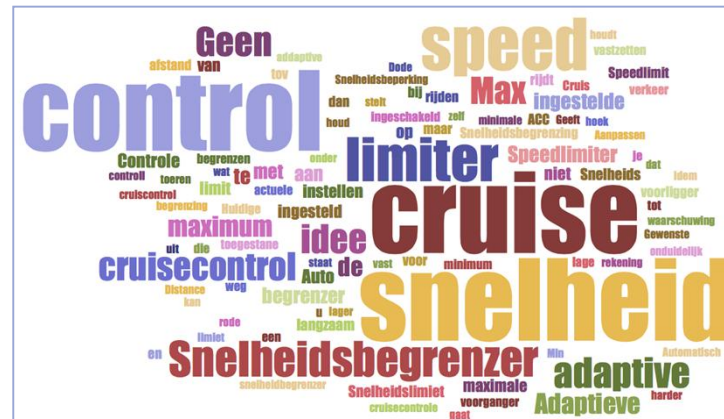
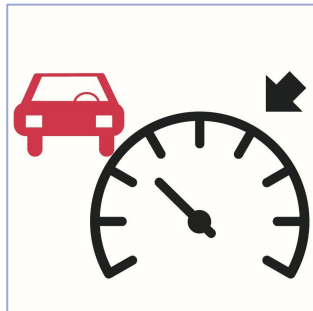
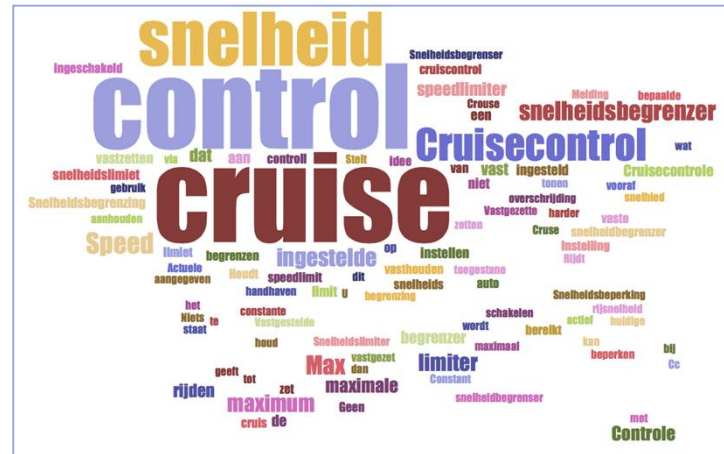
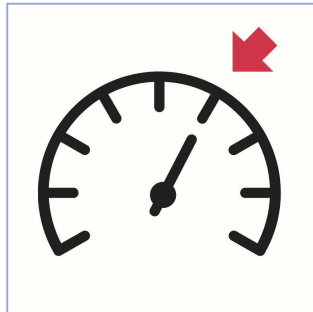
- ❖ Lane departure warning
- ❖ Spoorassistent

Gently steer you back into your lane and alert you if you begin to drift out of it without using your indicator.

1. Lane departure warning
2. Lane assist
3. Rijstrook bewaker

- ❖ Lane keeping aid
- ❖ Active lane assist
- ❖ Lane assist
- ❖ Lane keep assist
- ❖ Steer assist

# My car does what?




## Wrap up: insights in this chain from ADAS owner to ADAS user

### Bottleneck:

- Business drivers do not really know with what ADAS their car is equipped
- Half of the time they also do not really care
- The current icons are not helpful enough either
- Nor are the current system names

If they know, they appear likely to use it...





Our report will be available this summer!  
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