

Driverless Cars and Crash-Avoidance Technology – Insuring the Cars of the Future

Tuesday, September 23, 2014, 10:30-11:45 a.m.

Scott Nelson CEO MILE Auto Insurance Atlanta, Ga.

Scott Nelson is the co-founder and CEO of MILE Auto Insurance, an Atlanta-based insurance entity founded to develop and distribute traditional and mileage-based auto insurance products.

Prior to founding MILE, Scott spent his career developing, pricing, and managing auto insurance products for regional auto insurance carriers. He also spent several years helping build Answer Financial, one of the largest insurance agencies in the United States.

Scott has spoken about the insurance implications of a number of emerging technologies and marketplaces such as driverless cars at the AUVSI Driverless Car Summit and car sharing at the Shared Use Mobility Summit.

He has an MBA from Cornell University and a bachelor's degree in civil engineering from the University of Virginia.

Bryan Reimer Research Scientist Massachusetts Institute of Technology Cambridge, Mass.

Bryan Reimer, Ph.D., is a research engineer at the Massachusetts Institute of Technology AgeLab and the associate director for the New England University Transportation Center. His research seeks to develop new models and methodologies that use physiological signals, visual behavior monitoring, and overall performance measures to measure and understand human behavior in dynamic environments.

Bryan leads a multidisciplinary team of researchers and students that focuses on understanding how drivers respond to the increasing complexity of the operating environment and on finding solutions for the next generation of human-factors challenges that are associated with distracted driving, automation, and other in-vehicle technologies.

He directs work that focuses on how drivers are affected by in-vehicle interfaces, safety systems, portable technologies, and different types and levels of cognitive load. This research

also assesses the impact of medical impairments such as diabetes, cardiovascular disease, attention deficit hyperactivity disorder, and autism.

Bryan is an author of more than 70 peer reviewed journal and conference papers. He is a graduate of the University of Rhode Island with a doctorate in industrial and manufacturing engineering.

David Zuby
Executive Vice President & Chief Research Officer
Insurance Institute of Highway Safety
Ruckersville, Va.

David Zuby is executive vice president and chief research officer for the Insurance Institute for Highway Safety. Working out of the Vehicle Research Center, he oversees and coordinates research by the VRC, the IIHS's research department in Arlington, Va., and the Highway Loss Data Institute.

David is the author of numerous IIHS-published research papers on topics such as the biomechanics of injury, pedestrian protection, crashworthiness, and crash investigation.

Prior to joining the IIHS as a research engineer in 1993, David worked on research projects for the National Highway Traffic Safety Administration at its Transportation Research Center in Ohio. He holds a bachelor's degree from Northwestern University.

Session Description:

New vehicles with advanced crash-avoidance features are hitting the market, and experts predict driverless cars will be hitting the roads in the near future. What does this mean to the future of automotive safety and insurance?

This session will provide insight on these new technologies and discuss the potential implications for insurers.

Top Three Session IdeasTools or tips you learned from this session and can apply back at the office.



I			
2			
3			



Rationale for automated vehicle control

People don't always "just drive"

- 1979 Indiana "Tri-Level Study" estimated "driver error" to be proximate cause of 9 out of 10 crashes
 - 15 percent of crashes associated with driver inattention

Changing audio tapes/CDs

Eating/drinking

Children, bugs, animals in vehicle

Reading, shaving, and applying makeup

- 2011 NHTSA estimated that distraction was a factor in15 percent of police reported crashes
- 2012 3,328 were killed and 421,000 were injured in crashes involving distracted driver in the U.S.

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NHTSA's levels of vehicle automation

Level 0

• Driver in complete, sole control of the primary vehicle controls at all times

Level 1

- Automation involves one or more specific control functions
- Examples: ESC; pre-charged brakes; AEB (autonomous emergency braking)

Level 2

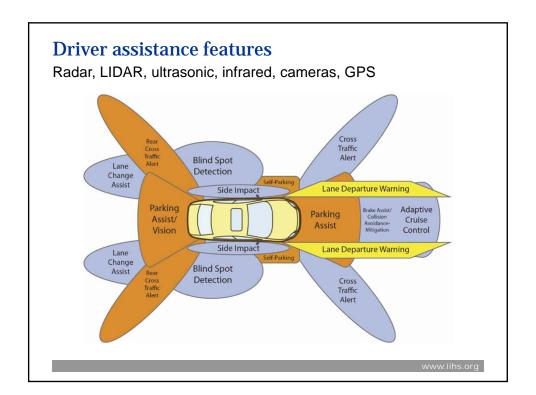
- Automation of at least two primary control functions that work in unison to relieve the driver of control of those functions
- Example: Adaptive cruise control in combination with lane centering

Level 3

- Driver cedes control of all safety-critical functions under certain conditions and relies heavily on vehicle to monitor changes in those conditions requiring transition back to driver control. The driver is expected to be available for occasional control
- Example: Google car

Level 4

Vehicle performs all safety-critical functions and monitors roadway for entire trip



By type of system

Annual crashes potentially prevented or mitigated

	all	injury	fatal
forward collision warning	1,165,000	66,000	879
lane departure warning	179,000	37,000	7,529
side view assist	395,000	20,000	393
adaptive headlights	142,000	29,000	2,484
total unique crashes	1,866,000	149,000	10,238

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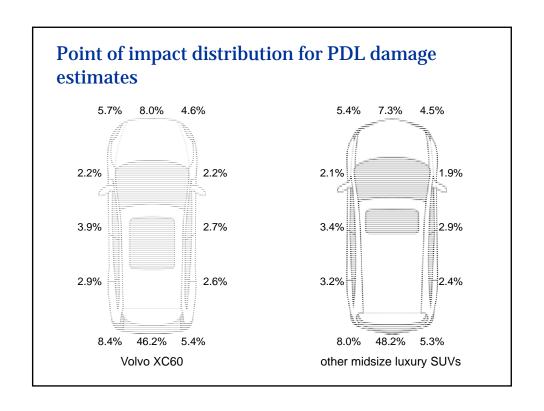


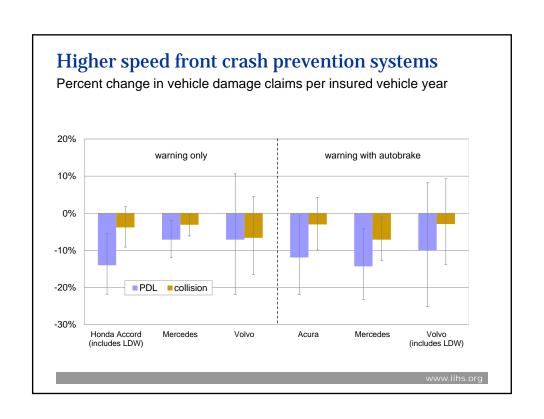
- Forward collision prevention systems are working
- Adaptive headlights are working
- The benefits of these systems are less clear –
 - Lane departure warning
 - -Blind spot warning
 - Rearview cameras
 - Parking proximity sensors

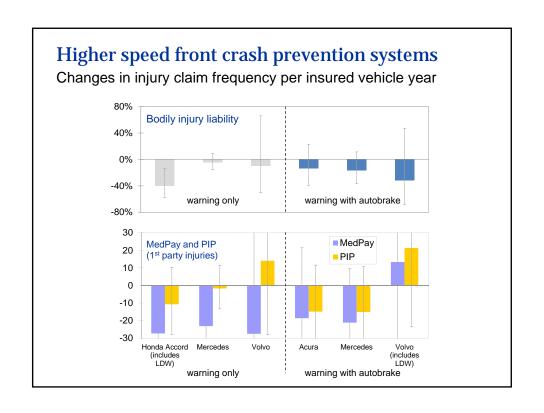
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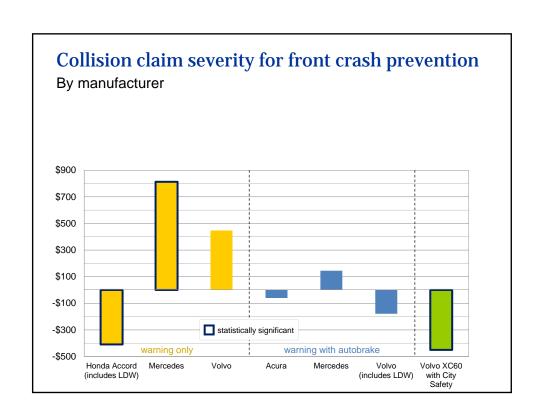


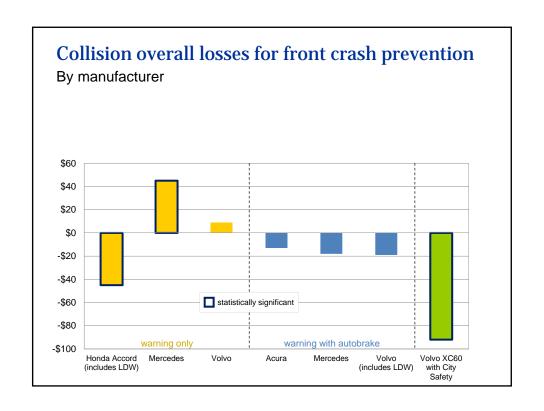
XC60 vs. other midsize luxury SUVs	claim frequency		claim severity		overall losses				
property damage liability	-16.0%	-14.6%	-13.1%	-\$89	-\$42	\$4	-\$17	-\$15	-\$12
bodily injury liability	-37.6%	-33.3%	-28.7%						
collision	-21.1%	-20.2%	-19.3%	-\$512	-\$450	-\$389	-\$98	-\$92	-\$86
S60 vs. other midsize 4-door luxury cars	claim frequency		claim severity		overall losses				
property damage liability	-19.5%	-16.3%	-12.9%	\$257	\$373	\$486	-\$8	-\$4	\$0
bodily injury liability	-30.4%	-18.2%	-3.8%						
collision	-10.7%	-8.7%	-6.6%	-\$802	-\$668	-\$537	-\$92	-\$79	-\$66













More protected sensor locations?





Volvo City Safety laser sensor

Subaru Eyesight stereo cameras

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Inaugural front crash prevention ratings

September 2013



BASIC -

FCW; \mbox{or} moderate speed reduction in either 20 or 40 km/h braking test

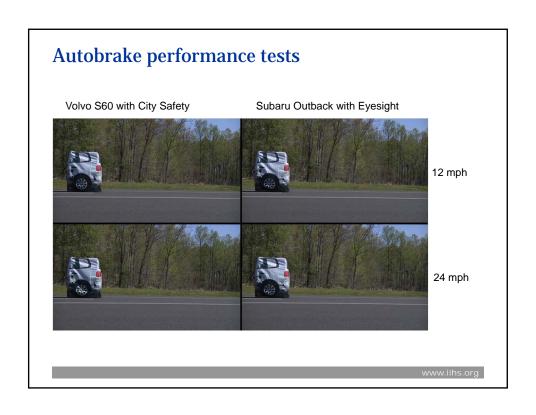
ADVANCED -

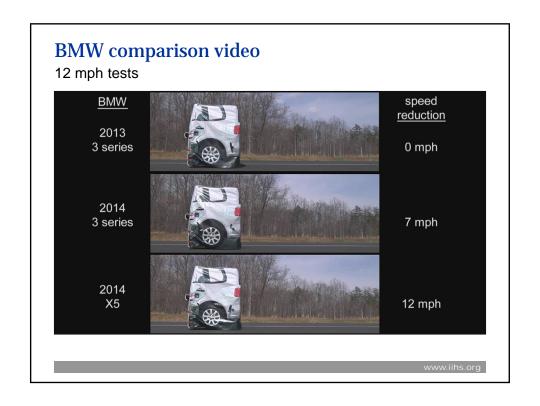
FCW and moderate speed reduction in either 20 or 40 km/h braking test; **or** moderate speed reductions in both tests; **or** major speed reduction in one test

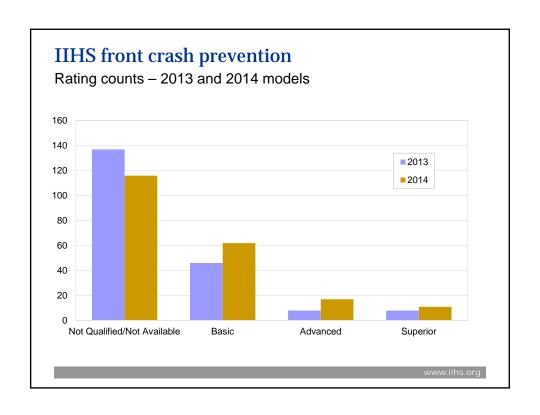
SUPERIOR -

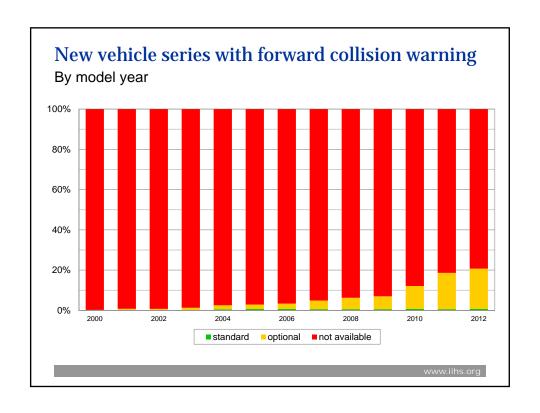
FCW and major speed reduction in 40 km/h braking test; **or** FCW with at least moderate speed reductions in both tests; **or** major speed reductions in both tests

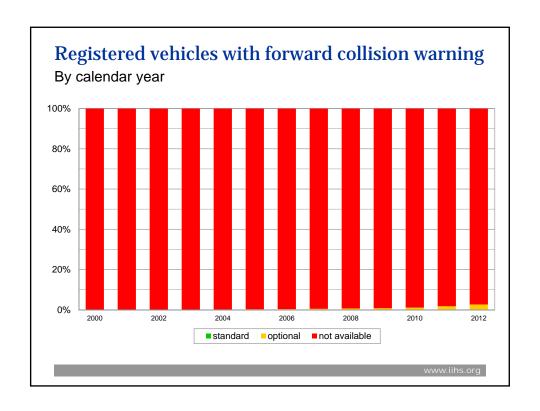
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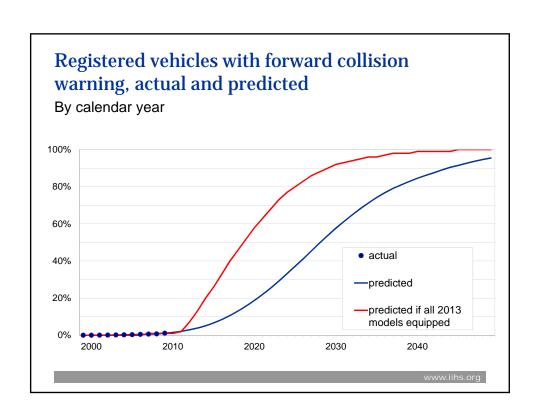


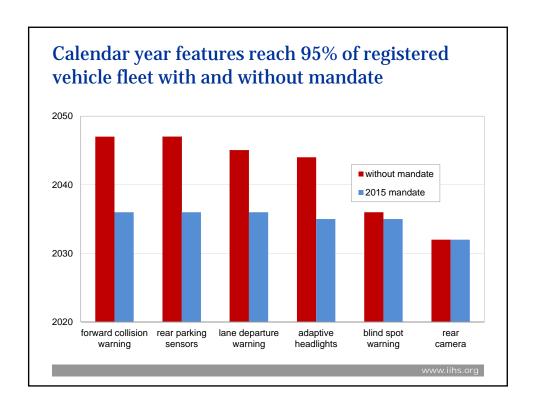












V2X communication





- V2X is a parallel development to autonomous technology
 - V2X will not automate or assist any system or driver function
 - V2X provides additional information to onboard systems
 Augmenting or replacing sensors used in current driver assistance systems
 New capability to "see" around corners and far ahead
- Because V2X has its own implementation issues, it will not likely speed up the path to autonomy
 - Potential enabler of autonomous vehicle operation

Google says...

Summary of IIHS meeting





- Robot cars can drive better than humans
 - Sensors and controllers always attentive
 - Safe operation can be programmed
 - Could reduce congestion and improve fuel efficiency
- Autonomous driving should be driver's choice
 - Activated when desired
 - Easy to regain control

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What automakers say ...

- $^{\circ}$... the redesigned 2014 Mercedes-Benz S550 ... a system ... that allows the car to virtually drive itself."
- "...Audi's latest prototype ... A7 test car is equipped with the company's traffic-jam assist feature, which uses an array of cameras, sensors, and radar to let the car take over the driving in highway traffic."

"Volvo is planning a test of 100 autonomous cars on public roads in 2017. Nissan has said it will have an autonomous vehicle in production by 2020."

Consumer Reports.org, February 2014

"Automated driving is a key component of Ford's Blueprint for Mobility . . . outlines what transportation will look like in 2025 and beyond."

PRNewswire, January 22, 2014

"John Capp who heads GM's active safety technology strategy ... 'Super cruise will let you drive without your hand being on the wheel on certain freeways ... This is a step that we think is feasible by 2020"

Detroit Free Press, January 15, 2014

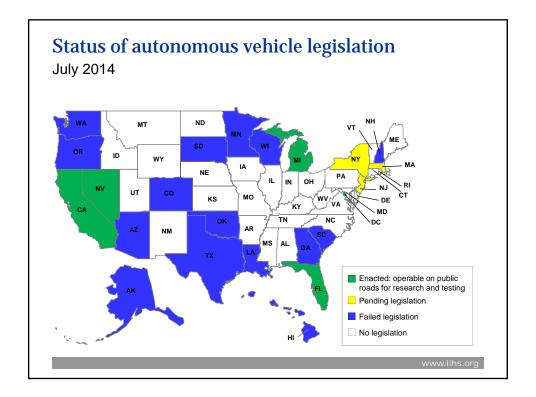
"IHS Automotive said Tuesday it forecasts total worldwide sales of self-driving cars will rise from nearly 230,000 in 2025 to 11.8 million in 2035."

The Detroit News, January 1, 2014

Laws regulating autonomous vehicle control

- 1968 Vienna Convention of Road Traffic (40 countries, excluding U.S.)
 - Article 8(1) and 8(5): "Every moving vehicle shall have a driver" [who] "shall at all times be able to control
 his vehicle...."
 - Article 13(1): "[e]very driver of a vehicle shall in all circumstances have his vehicle under control. . . ."
 - Proposed amendment (March 2014) (Austria, Belgium, France, Germany and Italy) to Article 8:
 Vehicle systems which influence the way vehicles are driven . . . shall be deemed in conformity with 8(1) and 13(1) when they are in conformity with ... international legal instruments concerning wheeled vehicles" OR
 "when such systems can be overridden or switched off by the driver."
 - Equivalent amendments proposed for 1949 Geneva Convention on Road Traffic (94 countries, plus U.S.)
- The proposed amendments specify the conditions under which autonomous vehicle control is acceptable
 - Any level of autonomy appears acceptable if there are internationally agreed specifications for the control system
 - Autonomy levels 2 and 3 appear acceptable if there is a driver and the driver can override/turn off the system
- The amendments do not address Article 8(6): "A driver ... shall ... minimize any activity other than driving."
- In the US, federal and state laws neither envision nor specifically prohibit any level of autonomy on public roads, but
 - Every state has laws specifying requirements for licensure to operate a motor vehicle and laws requiring
 a licensed operator be in control of motor vehicles on public roads

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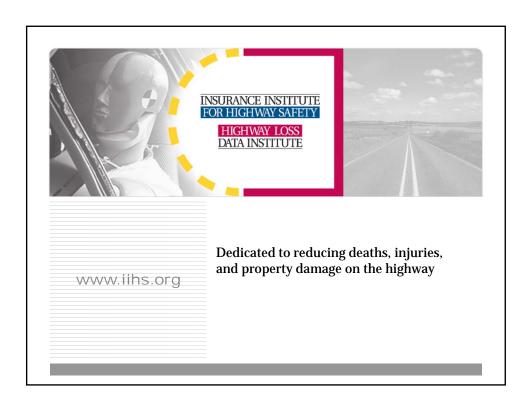




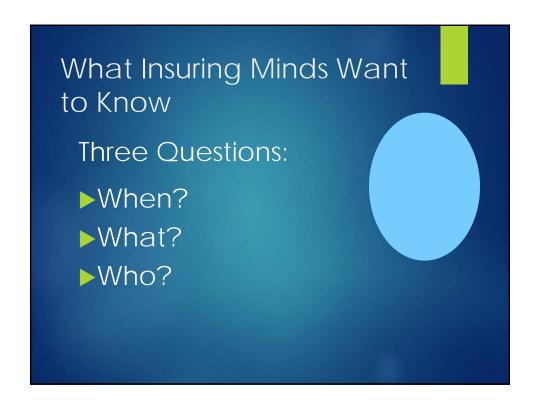
Summary

- Automated driving will help prevent and mitigate crashes
 - Actual effectiveness of partial automation has been documented
 - Ideal automated systems cannot be distracted as drivers can be
- Automated driving systems are not created equal
 - Not all are living up to their promise yet
 - Even those with similar functional descriptions may act differently
 - Consumer information testing can help identify important differences
- Wide spread automated driving will take time
 - Current partial automated systems are evolving quickly, but
 - Older vehicles are replaced by state-of-the-art vehicles slowly

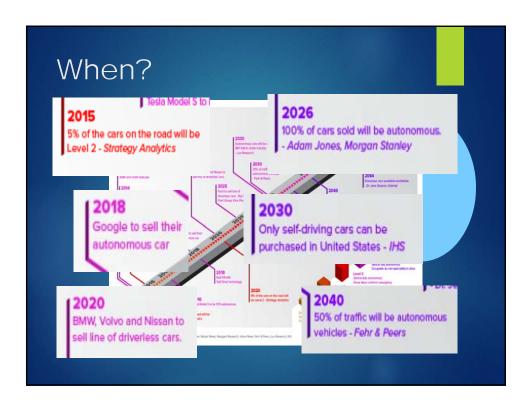
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what? got data? National Highway Traffic Safety Administration 1% of drivers applied the brakes at full force About 33% didn't apply the brakes at all Highway Loss Data Institute Vehicles that brake automatically: File 15 percent fewer property damage claims 33 percent less likely to file claims for crash injuries



What?

Expert Opinions

- "By 2020, nobody shall be seriously injured or killed in a new Volvo" - Volvo
- Insurance Institute for Highway Safety a 31 percent reduction in fatalities is possible with full national deployment of active safety systems
- ▶ 80-90 percent of fatal car accidents involve human error

What?

On the Other Hand...

- "Smarter driving will lead to more driving, because smarter driving reduces the cost per mile of vehicle usage. The end result of additional driving could be more traffic and more aggregate fuel consumption."
- Casey B. Mulligan, economics professor at University of Chicago

What?

Claims that will go away

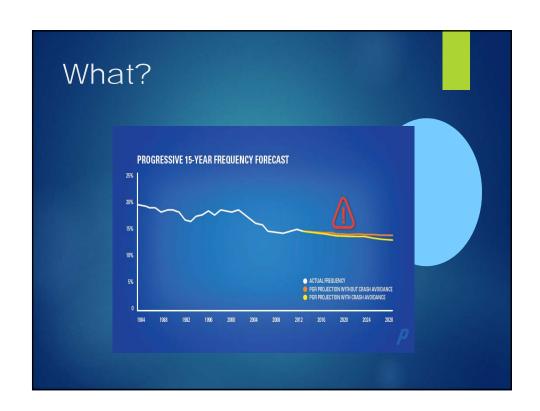
- "I backed out of a parking spot and the other driver started backing out and hit me"
- "I was changing lanes when I hit another vehicle"
- "I was travelling northbound when the driver heading southbound blacked out, lost control and hit me and another car"
- "My daughter lost control of my car and hit a bridge"

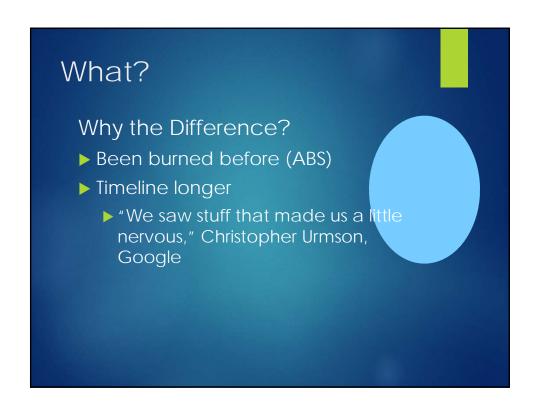
What?

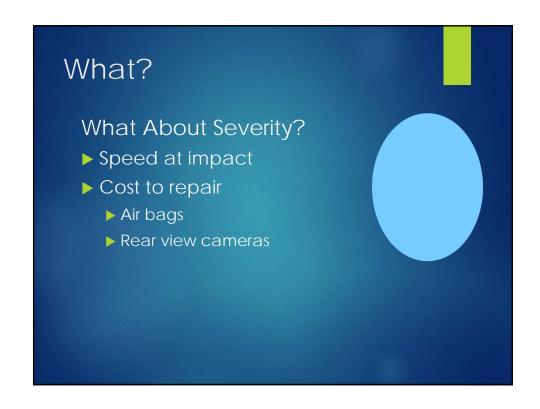
Claims that won't go away

- "I hit a coyote making it fly across the road"
- "I was parked in my parking lot when gunfire broke out and my car got caught in the crossfire"
- "I drove over ice and lost control and hit a tree"
- "My car was stolen and I found the car on fire"









Who?

- Today, our insured pays the premiums
 - ▶ Vehicle owner/occupant
- With a driverless car, our insured could be:
 - Vehicle owner which could be a corporation
 - ▶ Vehicle "driver" person in the driver's seat? vehicle manufacturer? network?

Who? Oregon "Our legislation does require that there is driver in the car that is sitting the driver's seat, who is licensed driver," says Oregon state Representative Sara Gelser (D-Corvallis)

Washington

A licensed driver is legally responsible for the autonomous vehicle for traffic infractions and criminal offenses in the same manner as a driver of a nonautonomous vehicle



Conclusion Insurance savings will lag drop in frequency We will wait for the data Margins will improve, competition will drive down prices Initially, drivers still liable But manufacturers, etc. will get sued Over time, insurance will morph products to fit liability as defined by the courts Insurance solution is critical, as RelayRides found out in NY





Benefits of Vehicle Automation

"Autonomous cars may seem like a gimmick, he begins, but when you consider all the time that people won't be devoting to their rear view mirrors, and all the efficiencies that come from cars that could be zipping between errands rather than idling in parking lots, the world looks like a very different place. Car ownership would be unnecessary, because your car (maybe shared with your neighbors) will act like a taxi that's summoned when needed. The elderly and the blind could be thoroughly integrated into society. Traffic deaths could be eradicated. Every person could gain lost hours back for working, reading, talking, or searching the Internet."



Google co-founder Sergey Brin as reported by Brad Stone of Bloomberg Business Week – May 22, 2013

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- Drivers are "outdated ... with stone age characteristics and performance controlling a fast, heavy machine in an environment packed with unnatural, artificial signs and signals." (Dewar, 1988)
- Faber (1993) expands on this by noting that our ancestors were daytime hunters used to monitoring animals running at speeds of no more than 25 MPH



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Human Factors for Automated

A sample of questions "I" keep getting asked about



- · How do we ensure a smooth transition from highly automated driving back to "manual" control?
- How can we develop an interface that can provide a "driver" with a clear understanding of the status of the automation?
- How do we ensure that the "operator" remains attentive and capable of resuming control if the automation fails?
- Do we need to keep the driver "in the loop"?

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Some Big Picture Human Centered Considerations

A partial list in no particular order of significance

- Trust in technology
- The theory of experience
- Education
- Lessons from other domains
- Workload
- Failures in automation

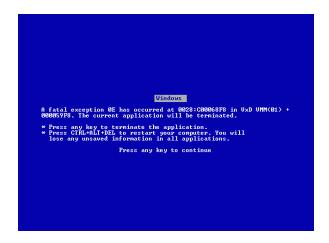


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My Trust in Technology



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Automation and the Big Red Button

To trust or not?

- In many situations automation will outperform human operation, but will the driver trust it?
- How will one choose when to or when not to provide / accept autopilot control?
- Experiential learning does not yet exist.



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Experience

Vehicle Miles Traveled (VMT) Vehicle Miles Driven (VMD)

Today Tomorrow? VMT = VMD VMT ≠ VMD

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Education



"One of the myths about the impact of automation on human performance is as investment in automation increases, less investment is needed in human expertise"

David Woods as quoted by Robert Sumwalt, 2012

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Aviation Experts Have Been Studying Automation for Decades

- In 1996, the Federal Aviation Administration (FAA)
 Report on the Interfaces between Flightcrews and
 Modern Flight Deck Systems was published. In this
 report, the Human Factors (HF) Team described
 how the aviation system is very safe. However, the
 review of data at that time identified issues that
 showed vulnerabilities in flightcrew management
 of automation and situation awareness.
- A 2013 report by the "Flight Deck Automation Working Group" summarize changes since 1996 and published a set of recommendations.
- A large body of literature also appears in national defense related literature.



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What are "We" Automating

Billings describes three types of automation:

- Control automation control-related tasks (e.g. Autopilot, flight director guidance, autothrust)
- Information automation calculation, integration, presentation of information (e.g., moving map display, Heads-up display, alerting systems)
- Management automation management tasks (e.g., certain flight management systems functions)

Is the automated system backing-up the pilot or is the pilot backing-up the automated system?

Or is the pilot a passenger, "along for the ride"?

"We still hold pilots responsible"

(Kathy Abbott, 2014)

(Summary drawn from Kathy Abbott (FAA), 2014)

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Learning from Our Mistakes

"Various levels of automation (LOA) designating the degree of human operator and computer control were explored within the context of a dynamic control task as a means of improving overall human/machine performance. Automated systems have traditionally been explored as binary function allocations; either the human or the machine is assigned to a given task. More recently, intermediary levels of automation have been discussed as a means of maintaining operator involvement in system performance, leading to improvements in situation awareness and reductions in out-of-the-loop performance problems." (Endsley, 2010)



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Pilots Frequently Mitigate Issues

- Manage unexpected situations
- Adopt to changing situations
- Unanticipated errors by other humans in the system
- Equipment limitations and failures



Kathy Abbott (2014)

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A Shifting View Point

- Old view
 - > Human error is the cause of accidents
 - > Human is the most unreliable component
 - Improve safety by restricting human
- New view
 - Human error is the indicator of deeper issues
 - > Humans in the loop are necessary to enhance safety
 - > Improve safety by understanding (and leveraging) human performance



Dekker (2002) as summarized by Kathy Abbott (2014)

We need to design systems that support drivers / operators!!!

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Encouraging Manual Flight Control



SAFO Sality Aber for Operation

Flight Standards Service

http://www.faa.gov.nifer-visitzeriades-industria/deliter-operators-infilme-operators-infilme-operators-infilme-operator-infil

Subject: Manual Flight Operation

** AFPO encourages operators to promote manual flight operations when appropriate.

Background: A recent analysis of flight operations data (usefucing normal flight operations, includes) and accidents) identified an increase in mismal handling errors. The Federal Artistion Administration (FAA) believes maintaining and inspecting the knowledge and skills for mismal flight operations is necessary for saft flight operations.

Discussion: Modern aircraft are commonly operated using anticipatin systems (e.g., astrophyte or suchstraftic anticolors). Unfortunately, continuous use of those systems does not residence a plat's knowledge and skills in manual flight operations. Anticlight systems are useful twelve flights and have improved safety and workload management, and thus mathem in one process operations. However, continuous use of autoflight systems existed has to degradation of the pilot's ability to quickly recover the aircraft from an underind state.

Openties are encouraged to take in integrated agreemed by incorporating anotheric of remain flight compenions into both law properties and technique incurrently. Openticated policies operations and the other properties and the other and operations and the other and operations are required to be a similar or the other and other and operations of the pilot to certain a dealf of the design of a reviewed to manner there are appropriate approximation for pilot to certain a policies school and be obligated to reviewed to research a properties and the other and the statement of policies school and the other policies school and the other best to use the antennated options, such as their pilot is oblight of the other and the other policies of adopted for the other policies obligated open and a plant her policies of the other pilot obligated open and a plant her policies obligated open and and plant her policies obligated open and an anti-

Recommended Action: Directors of Operations, Program Managers, Directors of Training, Training Center Managers, Check Picks, Training Picks, and flightcores should be familiar with the content of this SAFO. They should work together to owner that the content of this SAFO is incorporated into operational policy, previolated to fishes during proced funding, and mofered in flight training and

Contact: Questions or comments regarding this SAFO should be directed to the Air Carrier Training

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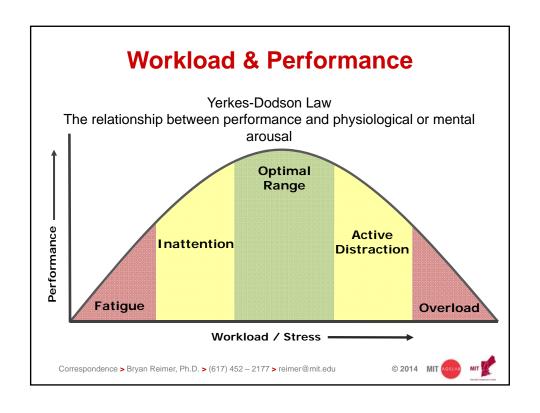
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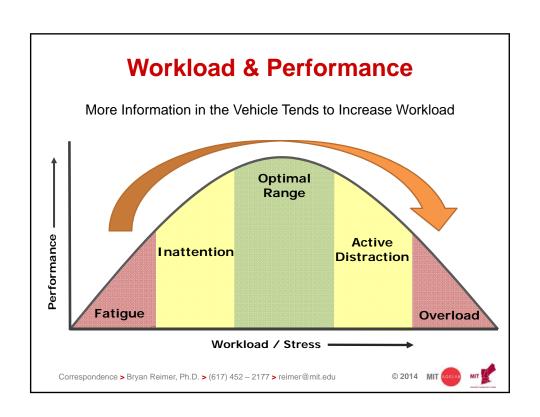
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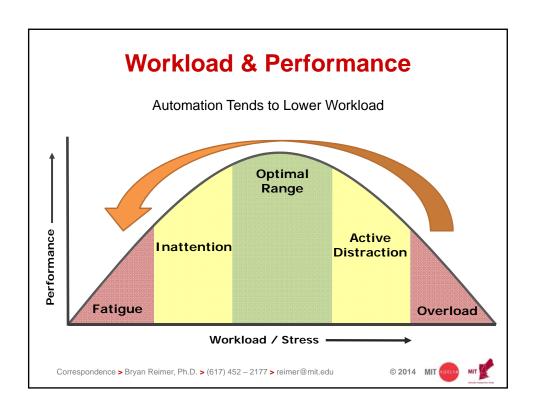


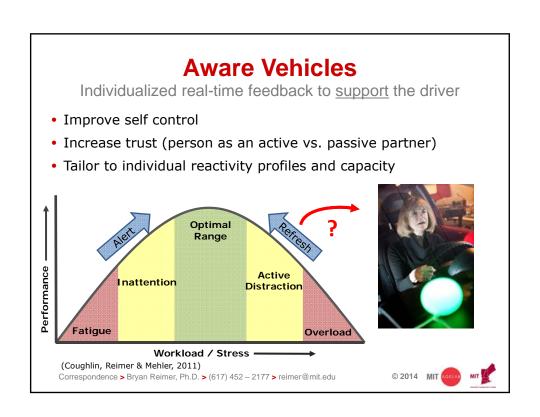


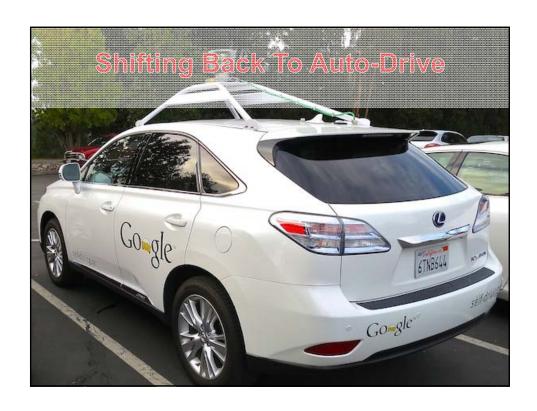












Failures in Automation

Required reading



"There will always be a set of circumstances that was not expected, that the automation either was not designed to handle or other things that just cannot be predicted," explains (Raja)
Parasuraman. So as system reliability approaches—but doesn't quite reach—100 percent, "the more difficult it is to detect the error and recover from it"

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Liability

No system is "truly perfect"

"The first time that a driverless vehicle swerves to avoid a shopping cart and hits a stroller, someone's going to write, 'robot car kills baby to save groceries,' "he said. "It's those kinds of reasons you want to make sure this stuff is fully tested."



(Ryan Calo, a law professor at the University of Washington who co-founded the Legal Aspects of Autonomous Driving Center at Stanford, 2013)

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What is Defective?

Is it the technology or the operator?





NHTSA Office of Defects Investigation (ODI) "received two complaints of false application of emergency braking in model year 2013 Infiniti JX35 vehicles. In both complaints, the consumers allege that the intelligent brake assist system inappropriately activated emergency braking autonomously bringing the vehicle to an immediate and complete stop." – Nissan's resolution was a software update

An investigation is currently active looking at a similar ODI complaint against the **2014 Chevy Impala**.

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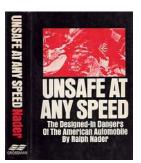




Unanticipated Consequences

Failure is not an option

- 1. Driverless car accident that results in loss of life
- 2. Major media coverage
- 3. Public outcry and fear of automation limits use of active safety (level 1) systems
- Push for expedited regulation that may result in inefficient standards
- 5. Setbacks in auto safety could last for years
- 6. Benefits of Level 4 autonomy delayed





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The Future May Be Autonomy, But Questions on How and When Remain

- Current safety and convenience systems can improve comfort and mobility
- Next generation vehicles may help you do more safely
- Some key developments are needed before highly automated vehicles will significantly impact our roadway



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In Summary, I Believe We Need To:

- · Continue exploring technologies for autonomous vehicles
- Make parallel investments in developing our understanding of how to optimize the human's connection with autonomous systems
- Clarify the benefits and consequences of system use and misuse
- Learn from complementary domains
- Stop assuming that automation technology will "automatically" solve our transportation safety problems



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Questions



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