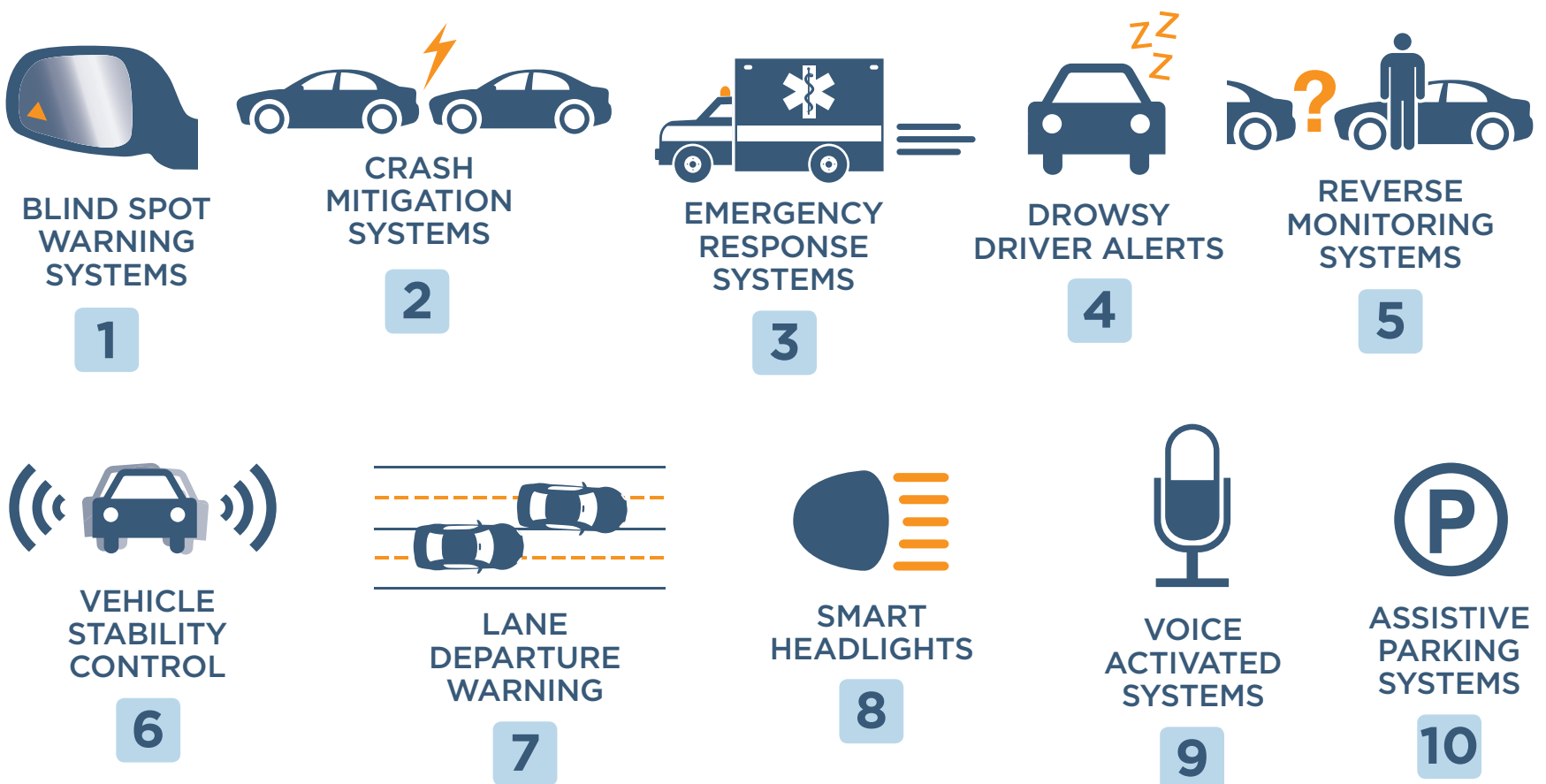


## TOP TECHNOLOGIES FOR MATURE DRIVERS: CONSUMER INSIGHTS


The Hartford Center for Mature Market Excellence and the MIT AgeLab conducted an extensive survey to better understand how drivers 50+ perceive and use new vehicle technologies.

### Top Tech: Blind Spot Warning


Mature drivers rated Blind Spot Warning technology as their top technology pick for safety from a list of 10 new vehicle features. **40%** say this technology would make them feel safe when they drive, and they would like to have it on their next vehicle.



### Technology, Safety, and Vehicle Purchasing




55% of mature drivers plan to buy or lease another vehicle in the next **5** years.



**60%** Women 50+ are more likely than men 50+ to report technologies would make them feel safer

**54%** Men 50+ are more likely than women 50+ to report technologies would make them feel safer



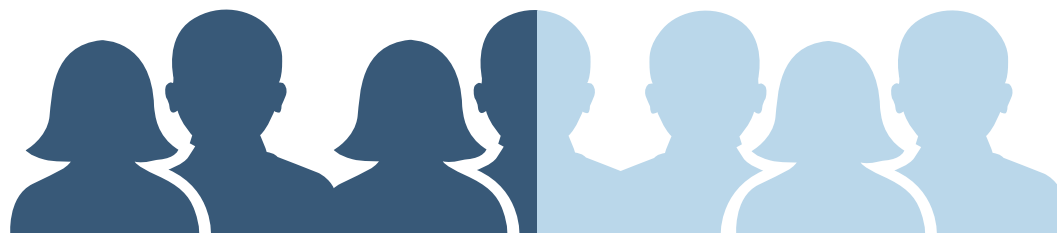
**30%**

of mature drivers say technologies are worth paying more for



**33%**

say having safety features is the most important factor when deciding to buy a vehicle



51% of mature drivers say they would feel safer if their vehicle had all of the most up-to-date technologies.

### Learning to Use Top Technologies

Of the drivers who already have one or more technologies, most used their Owner's Manual to learn how to use them.



For more information on Top Technologies for Mature Drivers: Consumer Insights, visit: [thehartford.com/lifetime](http://thehartford.com/lifetime) and follow us at: [www.twitter.com/thehartfordcmme](https://www.twitter.com/thehartfordcmme).