

VEHICLE TECHNOLOGY ADOPTION AMONG MATURE DRIVERS

The Hartford and the MIT AgeLab conducted a multi-method research project with drivers ages 50-69 to assess their willingness to adopt seven* current vehicle technologies.

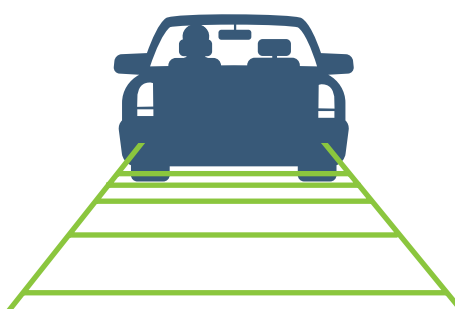
Vehicle Technology Adoption

Mature drivers ranked the technologies they are most willing to adopt:

1. Blind-spot warning systems



2. Back-up cameras



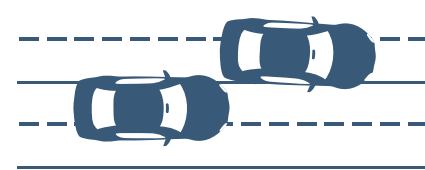
3. Smart headlights



4. Collision avoidance systems



5. Lane departure warnings



Purchasing Vehicle Technologies

96% are willing to buy a car with **at least one** of the technologies.

10% are willing to buy **all seven**.

Safety First

Mature drivers believe the primary benefit of these vehicle technologies is to improve safety for the driver:

Back-up cameras

78%



Blind-spot warning systems

77%



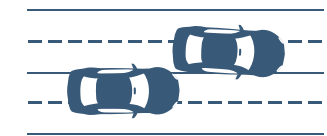
Collision avoidance systems

68%



Lane departure warning systems

64%



Smart headlights

63%

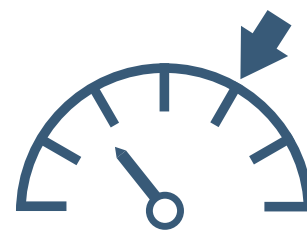


Yet some worried that other technologies might make drivers too reliant on the technologies themselves:



Parking assistance

42%



Adaptive cruise control

25%

Most Mature Drivers Not Ready for Driverless Cars



70% of participants said they would test-drive a self-driving car.

If a self-driving car and a "regular" car were the same price**:



31%

would purchase the self-driving car



39%

would purchase the "regular" car



31%

don't know

For more information on Vehicle Technology Adoption Among Mature Drivers visit: www.thehartford.com/lifetime

302 participants viewed a video about seven vehicle technologies as well as a video about a self-driving car, and responded to the videos via a perception analyzer tool. They also completed a conjoint analysis, a small group discussion and pre/post-test questionnaires. Study conducted in 2015.

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* The seven vehicle technologies in this project include: blind-spot warning systems, reverse back-up cameras, smart headlights, collision avoidance systems, lane departure warnings, parking assistance and adaptive cruise control.

** Due to rounding percents equal 101%