

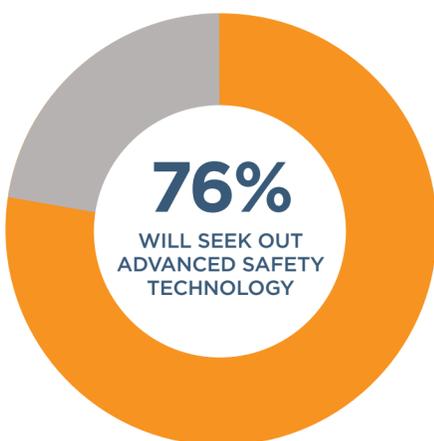
LOOKING FORWARD: VEHICLE TECHNOLOGY PREFERENCES AMONG MATURE DRIVERS

The Hartford and the MIT AgeLab surveyed drivers age 50 and older about vehicle safety technologies, car buying and driving behavior, and self-driving cars.

Seeking Out Technologies

Among drivers age 50+ who plan to buy a new car in the next two years:

They would like these features:



87%



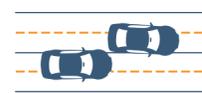
BLIND SPOT
WARNINGS

85%



CRASH
MITIGATION
SYSTEMS

79%



LANE
DEPARTURE
WARNINGS

78%



SMART
HEADLIGHTS

Driving Longevity

75% of drivers age 50+ think having safety technologies in the car will help extend their safe driving years.

38%

Will feel more comfortable and confident while driving

29%

Will feel safer while driving

28%

Think technology will compensate for difficulties they have while driving

Of the 50+ drivers who currently limit their driving in these situations:



50%

Would be more willing to drive on the highway if they had crash mitigation systems



41%

Would be more willing to drive long distances if they had adaptive cruise control



39%

Would be more willing to drive at night if they had smart headlights



36%

Would be more willing to drive in heavy traffic if they had traffic jam assist

Top Five Reasons for Driverless Cars

Drivers age 50+ would consider purchasing a self-driving car if:

It was proven as safe as driving themselves

56%



Their health prevented them from driving

48%



It helped them stay connected to friends and family if they could no longer drive

27%



It was cheaper than a regular car

26%



It was recommended by someone they trust

17%



Overall, 35% of drivers 50+ would be willing to use a driverless car if they could no longer drive safely; 24% would not and 42% are unsure.*

* The numbers total 101% due to rounding.

For more information on Vehicle Technology Preferences Among Mature Drivers, visit: thehartford.com/lifetime and follow us at: twitter.com/thehartfordcmme.

Zeldis Research conducted a nationwide online survey of 2,015 drivers age 50+ for The Hartford. The survey was fielded in March 2016. Age and gender distribution within the sample was balanced to census data.

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