

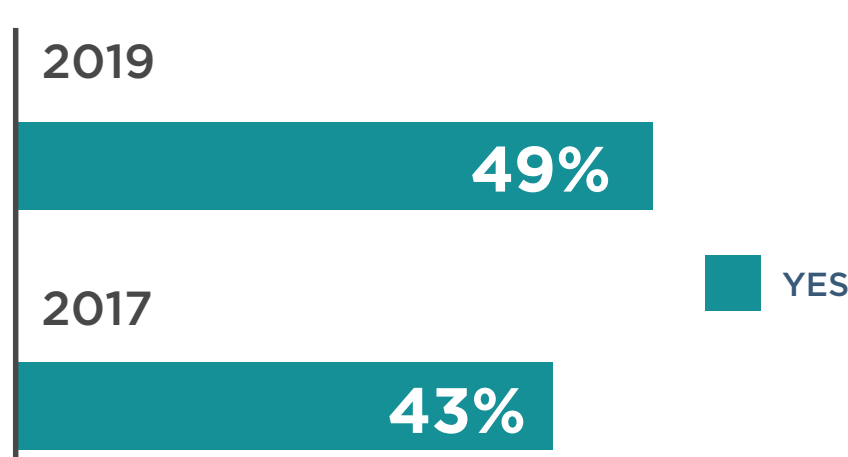
# VEHICLE TECHNOLOGY & EDUCATION PREFERENCES AMONG MATURE DRIVERS

In 2019, The Hartford Center for Mature Market Excellence® and AARP Driver Safety surveyed drivers age 50 and older about their use and interest in vehicle safety technology and how they prefer to learn about these technologies.

## VEHICLE SAFETY TECHNOLOGIES

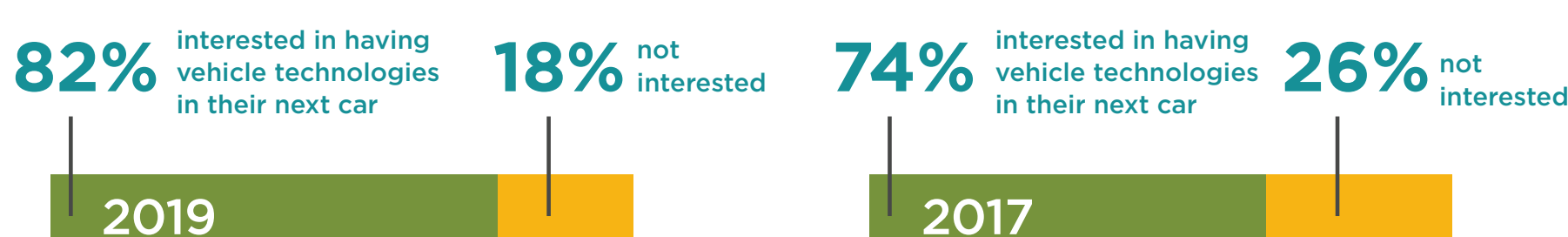
**49%**

of drivers age 50 and older surveyed have some form of vehicle safety technology (e.g. back up camera, lane departure warning, etc.) in their vehicle today.



## INTEREST IN HAVING VEHICLE TECHNOLOGIES

Among drivers age 50 and older who do not have any vehicle technologies in their current car:



## CONFIDENCE DRIVING WITH VEHICLE TECHNOLOGIES

Of drivers age 50 and older

**77%** with vehicle safety technology say it makes them feel more confident behind the wheel.

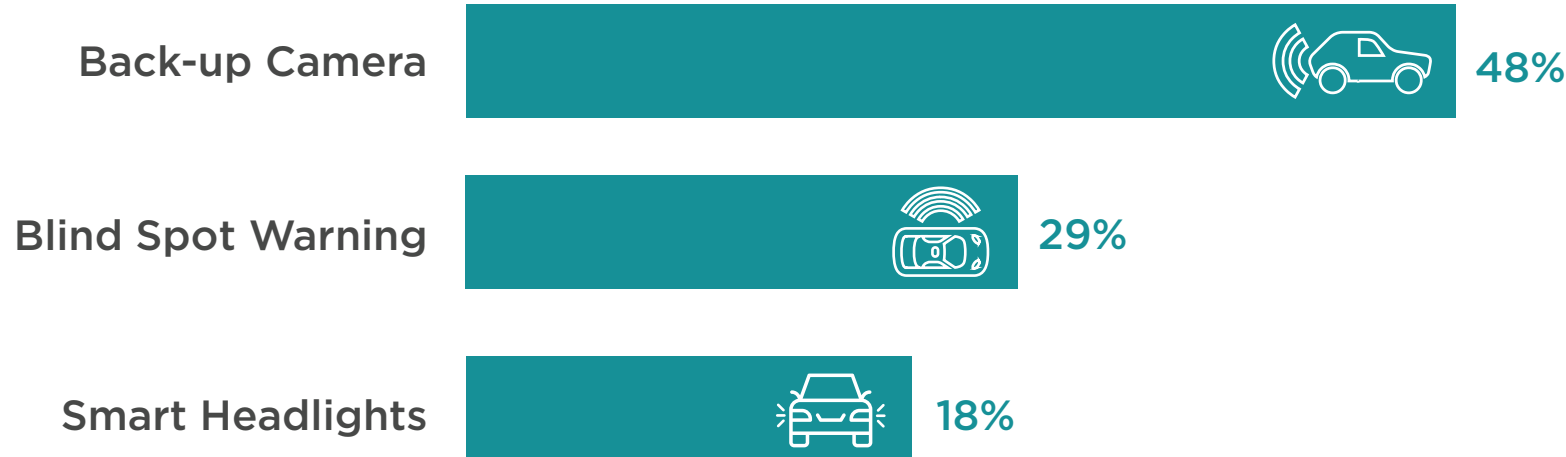
**67%** with a blind spot warning system feel more confident when driving on the highway.

## VEHICLE TECHNOLOGIES: USE VS. DISTRACTION

**12%** of drivers age 50 and older with vehicle safety technology find it to be distracting.

**Fewer than 13%** of drivers age 50 and older turn off their back-up camera, blind spot warning, smart headlights, lane departure warning, or crash mitigation system

The types of vehicle safety technologies that drivers age 50 and older have and use the most are:



## EDUCATION ABOUT VEHICLE TECHNOLOGIES

How drivers age 50 and older prefer to learn about vehicle technology:

**37%** In-person workshops by a trusted national organization or a local car dealer

**35%** Online tutorials from experts or workshops (like videos, manuals and diagrams)

**30%** Hands-on learning - having an instructor drive with me and show me how to use them

**16%** Trial and Error

**Smart DriverTEK** is an educational program developed jointly by AARP Driver Safety and The Hartford that helps drivers understand the current vehicle safety technologies, how to use them and how these technologies might enhance their driving safety and extend their safe driving years.

To learn more about Smart DriverTEK, visit: [www.aarp.org/smartdrivertek9](http://www.aarp.org/smartdrivertek9)

For more information and research on vehicle safety technology, visit: [www.thehartford.com/cartech](http://www.thehartford.com/cartech) and follow us at: [twitter.com/thehartfordcmme](https://twitter.com/thehartfordcmme)

ENGINE Insights conducted a nationwide Online CARAVAN survey among 2,008 U.S. adults age 18 and older, of whom 729 were licensed drivers over the age of 50 who have driven in the last month, for The Hartford. The survey was fielded from October 3-October 9, 2019 among a demographically representative U.S. sample.

ENGINE Insights (formerly ORC International) conducted a nationwide online survey of 2,032 adults age 18 and older, of whom 855 were licensed drivers over the age of 50, for The Hartford. The survey was fielded in February 2017 among a demographically representative U.S. sample.

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