



KEY STATISTICS

In 2018, an estimated **40,000 people** lost their lives to car crashes. For the last three years, this number has remained steady. ([National Safety Council](#))

In 2018, there were more than 6,000 pedestrians killed in traffic crashes in the United States, making it the deadliest year for pedestrians since 1990. ([Governors Highway Safety Association](#))

94 percent of serious crashes are due to human error. ([National Highway Traffic Safety Association](#))

According to the World Health Organization, deaths from road traffic crashes have climbed to 1.35 million a year. Road traffic injury is now the **leading cause of death worldwide** for children and young adults aged 5-29. It is the eighth leading cause of death for all age groups. ([WHO Global Status Report](#))

According to research conducted by Continental and the [University of Michigan Transportation Research Institute](#), approximately 2.5 million crashes annually occur at or near **intersections** in the United States.

Over 3,000 people are killed annually in **distraction-related** motor vehicle crashes in the US. ([National Highway Traffic Safety Association](#))

Up to **10,000 lives could be saved** if currently available automated safety technologies, such as automatic emergency braking, lane departure warning and blind spot detection systems, were fully effective and on every vehicle. ([National Safety Council Road to Zero](#))

Visit page 2 to view statistics by technology.

STATISTICS BY TECHNOLOGY

- **Adaptive Cruise Control:** In a recent [Consumer Reports study](#) covering about 72,000 vehicles, 19 percent of respondents said the system helped them avoid a crash.
- **Adaptive Lighting:** According to [IIHS](#), about half of traffic deaths occur either in the dark or at dawn or dusk. The proportion of pedestrians killed in low light conditions is even greater.
- **Automatic Emergency Braking (AEB):** According to [IIHS](#), systems with automatic braking reduce rear-end crashes by about 40 percent on average.
- **Backup Camera:** Since 2018, backup cameras are now standard on all new vehicles. According to an [IIHS](#) study, it can be expected that this technology will prevent nearly 1 in 6 backing crashes.
- **Backup Warning:** According to [NHTSA and the Department of Transportation \(DOT\)](#), backover crashes average 210 fatalities and 15,000 injuries annually. These crashes affect the most vulnerable populations, with children under 5 accounting for 31 percent of the fatalities each year, and adults 70 and older accounting for 26 percent.
- **Blind Spot Detection:** If installed on all vehicles, blind spot warning technology could potentially prevent 318,000 crashes a year, according to the [AAA Foundation](#).
- **Forward Collision Warning (FCW):** According to a [study by IIHS](#), systems with forward collision warning reduce rear-end crashes by about 23% on average.
- **Lane Departure Warning (LDW):** According to the [AAA Foundation](#), if installed on all vehicles, lane departure warning technology would have prevented nearly 85,000 police-reported crashes and more than 55,000 injuries in one year.
- **Lane Keeping Support:** Crashes resulting from lane departures can be [among the deadliest collisions](#). According to the most recent data, nearly 13,000 people died in crashes where a passenger vehicle left the lane unintentionally over the course of just one year.
- **Pedestrian Crash Avoidance:** There was a more than 3% increase in the number of pedestrians killed in traffic crashes in 2018, totaling 6,283 deaths — the most deaths since 1990 according to [NHTSA](#).
- **Rear Cross-Traffic Alert (RCTA):** Research from [IIHS](#) indicates that a rear cross-traffic alert system alone can reduce backing crash-involvement rates them by more than 20 percent.