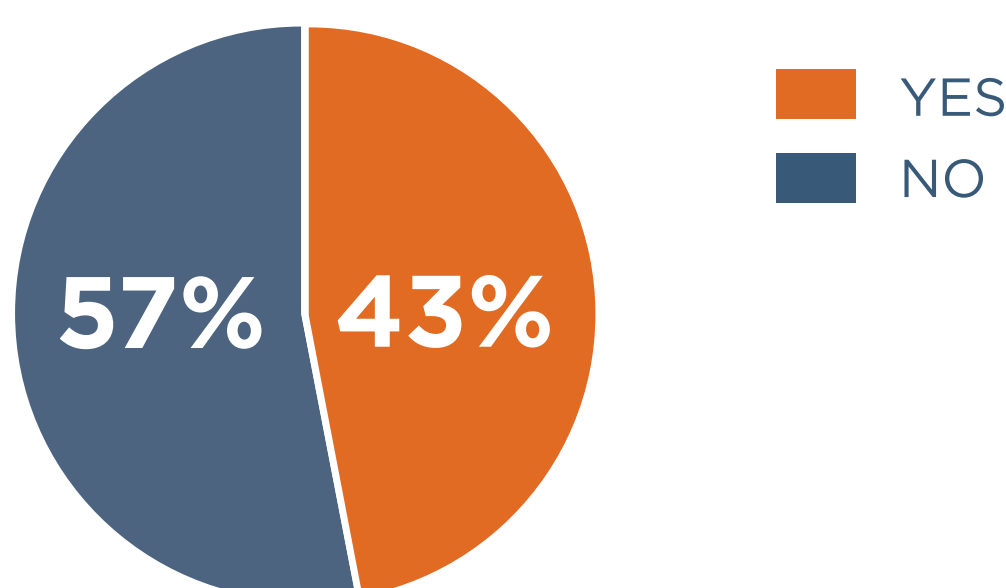


VEHICLE TECHNOLOGY & EDUCATION PREFERENCES AMONG MATURE DRIVERS

The Hartford and AARP Driver Safety surveyed drivers age 50 and older about their use and interest in vehicle safety technologies and their preferences for learning more about how to use these technologies.

Vehicle Safety Technologies

43% of 50+ drivers surveyed have some form of vehicle safety technology (e.g., back up camera, lane departure warning, etc.) in their vehicle today, and the majority use the technology they have.



Interest in Having Vehicle Technologies

Among 50+ drivers who do not have any vehicle technologies in their current car:

74%

interested in having vehicle technologies in their next car

26%

not interested

Education About Vehicle Technologies

How drivers 50+ prefer to learn about vehicle technology:



41%

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



32%

Online tutorials from experts (like videos, manuals and diagrams)



30%

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

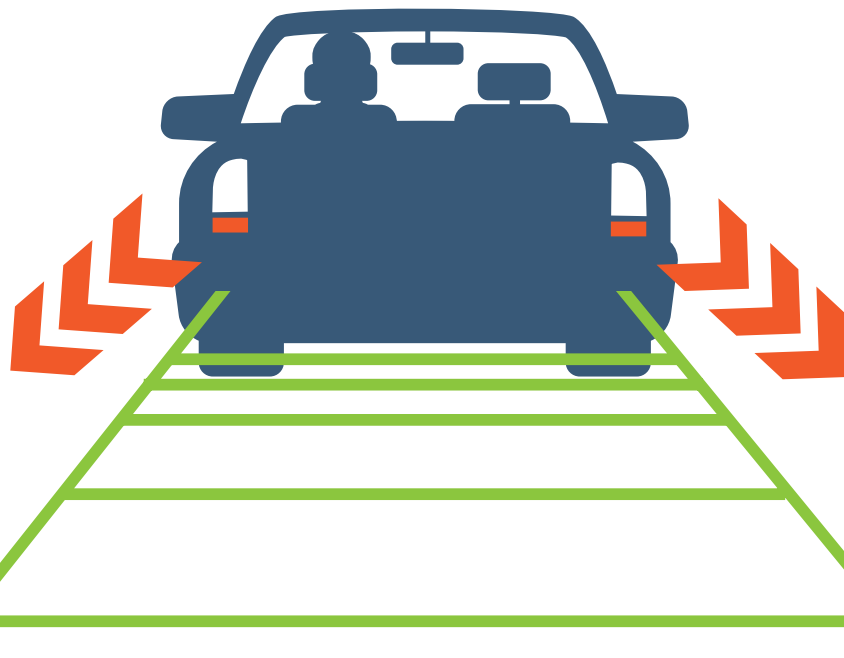


17%

Trial and Error

How Drivers Use Back-up Cameras

92% of 50+ drivers with back-up cameras in their vehicles today say they “look side-to-side, behind me and at the screen” while backing up.



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

To learn more about Smart DriverTEK, visit: www.aarp.org/findaworkshop

For more information and research on vehicle safety technology, visit: www.thehartford.com/lifetime and follow us at: twitter.com/thehartfordcmme