



AAA: SAFETY RESEARCH PRIORITIES



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March 19, 2015



MORE THAN A CENTURY OF SAFETY



Founded in 1902

55 million members in North
America

Supporting a safe environment for
travelers

Education

Advocacy

Research



EDUCATION

Roadway Safety (safe driving tips, vehicle maintenance resources)

Children (child seat installation, School Safety Patrol)

Teens (driver training programs, Keys2Drive)

Seniors (CarFit, Roadwise RX)

Distracted Driving (motorist outreach, educational campaigns)

Impaired Driving (online resources, safe ride program)





ADVOCACY

Federal and state level advocacy:

Funding for safer roads and bridges

Graduated drivers licenses

Detection and prevention of impaired driving

Distracted driving awareness and prevention

Improved rules of the road





RESEARCH

AAA Foundation for Traffic Safety

Founded in 1947

250 research projects

Mission to identify traffic safety problems, foster research that seeks solutions and disseminate information and educational materials.





AAA FOUNDATION FOR TRAFFIC SAFETY

Current Research:

Cognitive Distraction - Phase III

Vehicle Technology, Autonomy, and
Driver Performance

Crash Causation

Drugged Driving: Cannabis Studies

Teen Driver Learning

Senior Safety and Mobility Needs

Traffic Safety Culture Index

