Driverless Cars

Are self driving cars going to become mainstream and are people willing to drive them? Car manufacturers have been working for years to ensure the safety of driverless cars. Although self-driving cars are not a new concept, many people still do not know much about them.

About Self-Driving Cars

Self-driving cars are nothing new. Yet the public knows very little about them. Currently, self-driving cars are expensive and limit the people who can afford them. Not all car manufacturers have adopted self-driving cars or started to incorporate this feature in their current models. Billions of dollars and time has been invested in developing autonomous driving systems. Teaching the public about the systems controlling autonomous cars will be just as important as showing off the vehicle's performance.

Target Audience

- Men and women

Men are more enthusiastic about the development of driverless vehicles.

- People that have a drivers license

- Americans

Women are more worried about self-driving cars then men.

- Ages 18+

Statistics

A survey found that a vast majority of Americans are at least familiar with the development of driverless vehicles and that a majority expect them to become widespread within the next half-century. Yet, more than half of the public would not want to ride in a driverless vehicle today if given the opportunity; a lack of confidence/trust in robotic decision-making and general safety concerns lead their list of worries.

Tesla, Cadillac, Volvo, Audi and Nissan have already rolled out models with autonomous modes for highway driving, akin to cruise controls that can steer and brake.
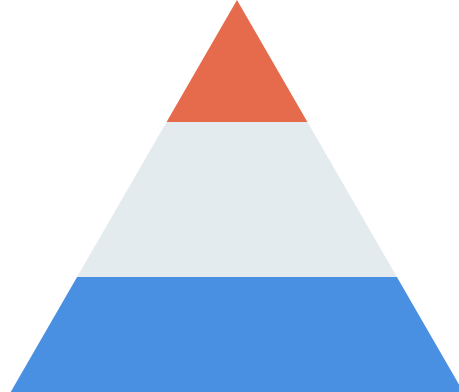
94% of Americans say they have heard something about self-driving cars.

66% say they have been exposed to positive and negative coverage of self-driving cars.

Americans have mixed opinions on whether driverless cars will reduce deaths caused by car accidents

40% of Americans are enthusiastic about the development in self-driving cars, while 54% express some level of worry.

■ Increase (30%)　■ Decrease (39%)　■ Stay the same (31%)

Benefits

- Self driving cars reduce accidents caused by human error.

- The car becomes an extension of other spaces that people inhabit. Self-driving cars will be a safe place for riders to nap, have a meal, or be a personal office.

- Allowing cities to rebuild.

- More pedestrian friendly.

- Helping the elderly, and disabled people live more independent lives.

Challenges

- Self-driving cars will create new power center, new crimes, and new forms of rebellion.

- Self-driving cars will put people who drive cars for a living out of work.

- Law enforcement might fear of autonomous getaway cars or self-driving terrorism.

- Many Americans have lack of trust in the technology used for self-driving cars. It might be a challenge winning the public's trust in the new technology.

- The public has safety concerns regarding the new technology.

The Future of Self-Driving Cars

Although the concept of self-driving cars may seem far-fetched, this isn't the first time we have seen this happen in the car industry. Innovations in car technology include the airbag, seat belts, and hybrid and electric cars. These innovation not only have been proven to save lives, but also make the world more inhabitable.

Most of the major say they expect fully autonomous vehicles to be available 15 years from now.

With self-driving cars appearing on the road, new laws will have to be put in place for them. In the absence of federal rules, 33 states have created their own laws and regulations around the new technology. In Arizona, there must be a licensed driver in the self-driving car.

Sources

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