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PRESS RELEASE

Survey: 51% of Canadian drivers have little or no familiarity with advanced driver assistance systems, despite their life-saving potential

- ***72% of Canadian drivers are unaware that the front camera in their driver assistance system must be calibrated after a windshield replacement to work optimally***

MONTREAL, Quebec, May 30, 2019 - While the automotive industry's shift to autonomous vehicles is already well underway, a new Ipsos survey commissioned by Speedy Glass® reveals that 51% of Canadian drivers have little to no familiarity with advanced driver assistance systems (ADAS), while all of the manufacturers who market the 34 brands of cars sold in Canada already offer these technologies, and, in most cases, have done so for several years.

This new data is all the more a source of concern, because, like most Canadians, many Canadian drivers wrongly believe that their vehicles are equipped with ADAS. Indeed, while 12% of vehicles currently in the Canadian fleet are estimated to be equipped with ADAS features, 25% of respondents believe that their vehicles have them and 16% don't know.

Moreover, among Canadian drivers Ipsos surveyed from February 7 to 11, only 28% knew that the camera behind the windshield, fundamental to the ADAS's operation, must be calibrated according to manufacturer requirements after replacing the windshield in order to ensure it works at optimal efficiency and fully performs its safety role.

"This new data is a testament to how important it is for everyone in the automotive industry to join forces to better inform and educate motorists about the existence, usefulness and importance of advanced driver assistance systems, as well as their maintenance requirements," says Sylvie Leduc, Vice-President, Brand and Customer Promise at Belron Canada, the parent company to Speedy Glass®. "This goal is all the more important when considering that tens of thousands of accidents and hundreds of deaths could be prevented across the country each year through the optimal use of such technologies."

Advanced driver assistance systems: a major breakthrough towards autonomous vehicles

Recognized as one of the most significant recent technological advancements in the automotive industry, advanced driver assistance systems include features that alert the driver or take control of the vehicle in order to increase safety. The most widespread systems include adaptive cruise control, automatic emergency braking, lane departure warning and lane-keep assist, and, accordingly, these are the ones that Canadians are most familiar with.

In addition to having the potential to prevent many accidents and save lives, the mass commercialization of these systems is also the most significant progress towards autonomous vehicles. In fact, these technologies are the second of five levels of autonomy on the autonomous vehicle progression scale outlined by the Society of Automotive Engineers—the reference in this field.

The potential to reduce vehicle collisions by 36% and deaths on our roads by 28%

ADAS applications pick up road signals to optimize driving and minimize the risk of accidents. These systems, with assistance cameras installed on windshields, can significantly reduce the incidence of collisions. According to a study published in 2018 by the American Automotive Association's (AAA) Foundation for Traffic Safety¹ synthesizing 17 independent studies on the positive impact of ADAS on road safety, ADAS have the potential to:

- Avoid 36% of all road accidents;
- Avoid 35% of injuries related to road accidents; and
- Prevent 28% of all road accident deaths, saving more than 500 lives every year in Canada alone.

“After a windshield replacement, car owners who have their cameras calibrated, according to each manufacturer's requirements by expert technicians using professional tools, contribute to the optimal use of their advanced driver assistance systems' features. In doing so, they also directly contribute to the safety of all road users—drivers, passengers, pedestrians and cyclists,” adds Sylvie Leduc.

A technology that is now widely used in Canada

ADAS applications, which were originally offered more often on luxury vehicles, are now available on all vehicle product lines and are increasingly standard features. As evidence, at least one version of each of the top-ten best-selling car models in Canada in 2018 was equipped with an advanced driving assistance system, according to *Global Automakers of Canada*.²

In addition, according to projections published by SBD Automotive, more than one-third of new cars sold in Canada in 2019 will be equipped with driver assistance technologies equipped with cameras. As a result, 3.7 million cars, or nearly 15% of all vehicles on the road in Canada, will be equipped with these technologies by the end of this year. These same projections show a very rapid acceleration in their adoption in the future.

Methodological data from the Ipsos study

Survey conducted by Ipsos via an online panel among 1,202 Canadian motorists aged 18 and over. The survey was conducted between February 7 and 11, 2019.

¹ Benson, A., Tefft, B.C., Svancara, A. M. & Horrey, W. (2018). Potential Reduction in Crashes, Injuries and Deaths from Large-Scale Deployment of Advanced Driver Assistance Systems. *AAA Foundation for Traffic Safety* - <https://aaafoundation.org/potential-reduction-in-crashes-injuries-and-deaths-from-large-scale-deployment-of-advanced-driver-assistance-systems/>

² Driving, January 10, 2019 - <https://driving.ca/gmc/auto-news/news/the-10-best-selling-vehicles-in-canada-in-2018>

About Speedy Glass® and Belron Canada

Established in Canada for over 75 years, Speedy Glass® is a leader in the repair and replacement of automotive windows, as well as in the calibration of advanced driver assistance system cameras. Speedy Glass® is a Belron Canada banner, which operates a network of nearly 350 service centres, 2 distribution centres and 30 warehouses across Canada. With more than 1650 employees in 10 provinces, the company truly provides its customers with local service. Belron Canada owns the Speedy Glass®, Lebeau Vitres d'autos®, DURO®, Apple Auto Glass® and Broco Auto Glass® banners, and its nationwide presence sets it apart. For more information, visit www.belroncanada.com.

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