Headline: GM ups ADAS information

Deckhead: Automaker better educating drivers

Advanced drive assistance systems (ADAS) have been evolving features in our vehicles for nearly five decades. They made driving easier, but sophistication has resulted in concerns.

General Motors recently launched “Hands Free, Eyes On,” a consumer-education program to encourage confidence in the uses of ADAS. It’s part of GM’s commitment to the safe deployment of technologies, including Super Cruise.

GM intends to make ADAS more understandable. Consumers will be given more information, so they are informed, excited and confident in the technology.

“We know that to help achieve our vision of zero crashes, we must increase the adoption of ADAS and proactively highlight the benefits they offer,” said Scott Miller, GM vice president, Software Defined Vehicle and Operating System. “To increase usage, we must help drivers understand how currently available technologies, like Super Cruise, work and the responsibility drivers have when using ADAS features. We want customers to be assured of what we are doing to safely deploy these technologies.”

GM’s new program is designed to explain the current state of ADAS – from active safety to hands-free features – available to customers, all of which require the driver’s constant attention to the road versus fully autonomous driving that doesn’t require driver intervention.

The driver is responsible for the vehicle’s operation with a hands-free enabled vehicle like one equipped with Super Cruise. That means their eyes need to be on the road, even when their hands are free.

GM believes helping consumers understand ADAS capabilities and how to properly use them is critical. Core elements include:

* A commitment to testing and validation
* Integrating a comprehensive set of sensors technologies
* Ensuring technologies have driver-attention systems
* Keeping our maps updated by monitoring roads and working with the public sector
* Educating consumers and other stakeholders

GM will share free ADAS educational resources and best practices on GM.com and GM social channels.

Cutline: SAFE TRAVELS – General Motors is offering educational resources to help consumers become more familiar with their vehicle’s ADAS capabilities. Image: NewsPress USA.