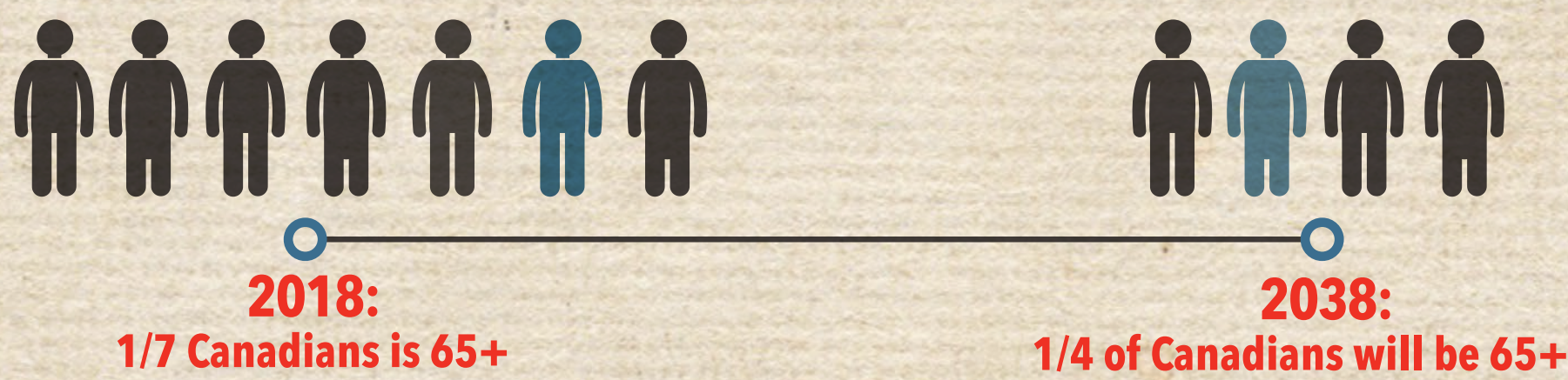


# Seniors as Safe Early Adopters of Self-Driving Vehicle Technology\*

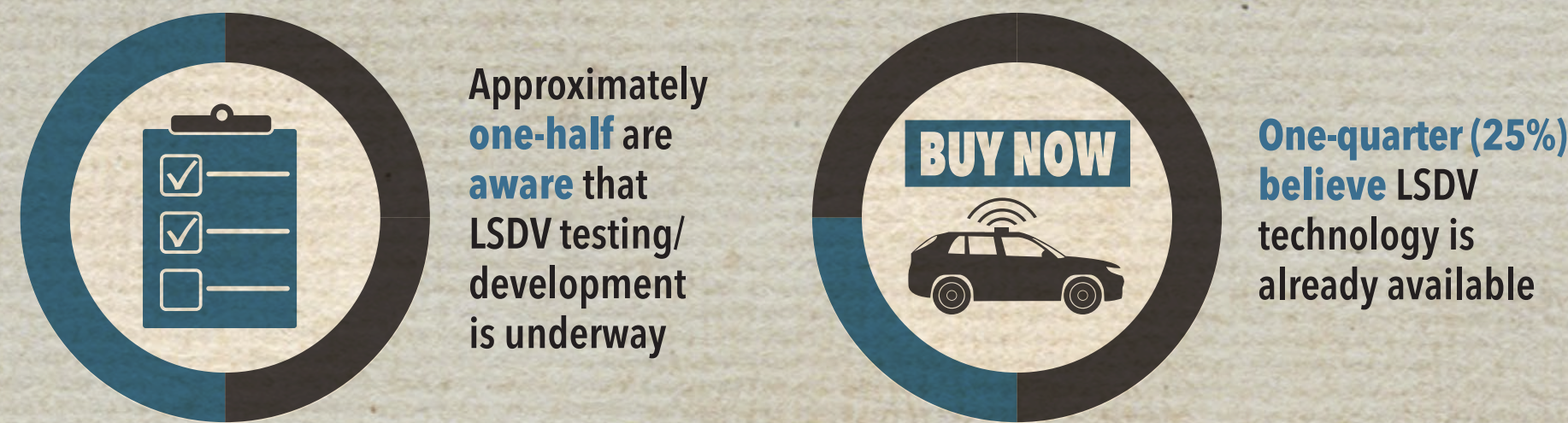


Older drivers have one of the lowest crash risks of all ages. While they see Limited Self-Driving Vehicles (LSDVs) as a challenge to learn to use, they are also most receptive to education.

## Demographics



## Knowledge



## Educational opportunities for senior drivers

### Motivation to learn

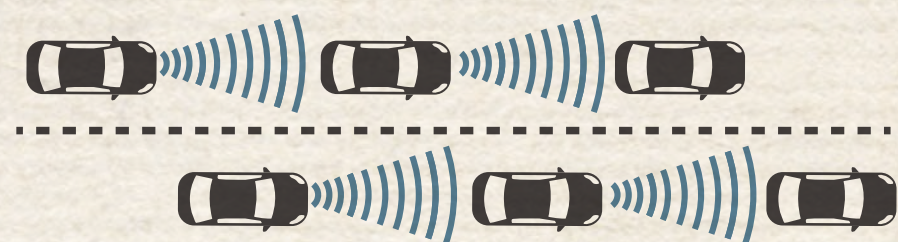


- Improved driver safety
- Increased driver confidence
- Greater mobility/independence

### Topics of interest



- Learn to use new features
- Avoid distraction and other risks
- Prevent over-reliance on technology



- Performance and ease-of-use
- Reduced traffic congestion
- Public/commercial transport



- Prepare for possible technology failure
- Functionality of technology in Canadian weather
- Practice in a safe environment before road-testing

Senior drivers agree that while LSDV technology will be more difficult to use, they are more willing to learn than younger drivers. This openness to education, combined with their extensive driving experience, means that seniors are poised to become the safest early adopters of LSDV technology.

Learn more about LSDVs and driver safety at [brainonboard.ca](https://brainonboard.ca)



Sponsored by the Toyota Canada Foundation

\*Source: Study with Canadian senior drivers about their knowledge, attitudes, and practices regarding Limited Self-Driving Vehicles (LSDVs) conducted by the Traffic Injury Research Foundation in 2018.