A futuristic, glowing blue and red digital landscape with binary code and a car silhouette. The scene is filled with glowing lines, dots, and binary digits (0s and 1s) against a dark background. A faint, glowing blue outline of a car is visible in the lower-left quadrant, suggesting a focus on automotive technology. The overall aesthetic is high-tech and digital.

# Bridging the Automated Vehicle Gap: Consumer Trust, Technology and Liability

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*Executive Director, Driver Interaction and HMI*  
J.D. Power

HPC User Forum  
September 6, 2018

# Integrating the Consumer into the Automated Driving System (ADS) Development Process

MILLER  
CANFIELD

J.D. POWER



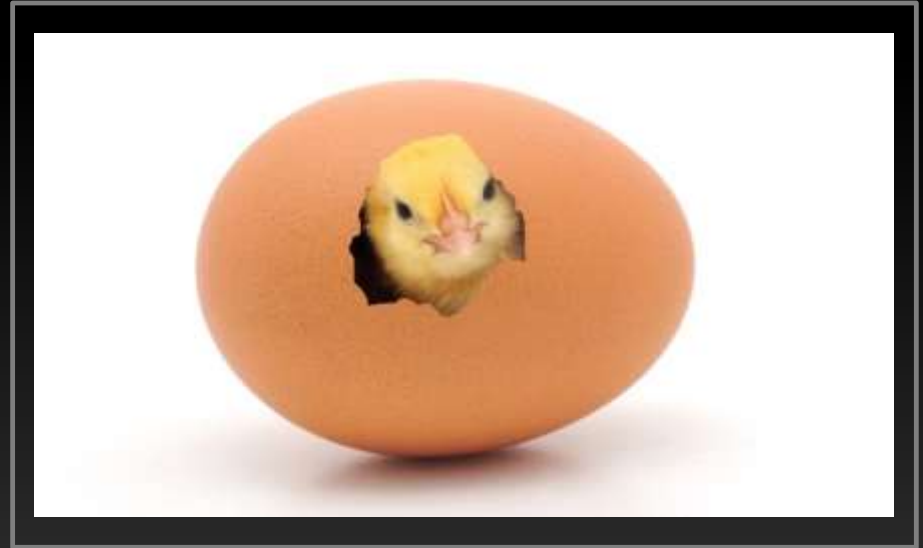
## Consumer Expectations

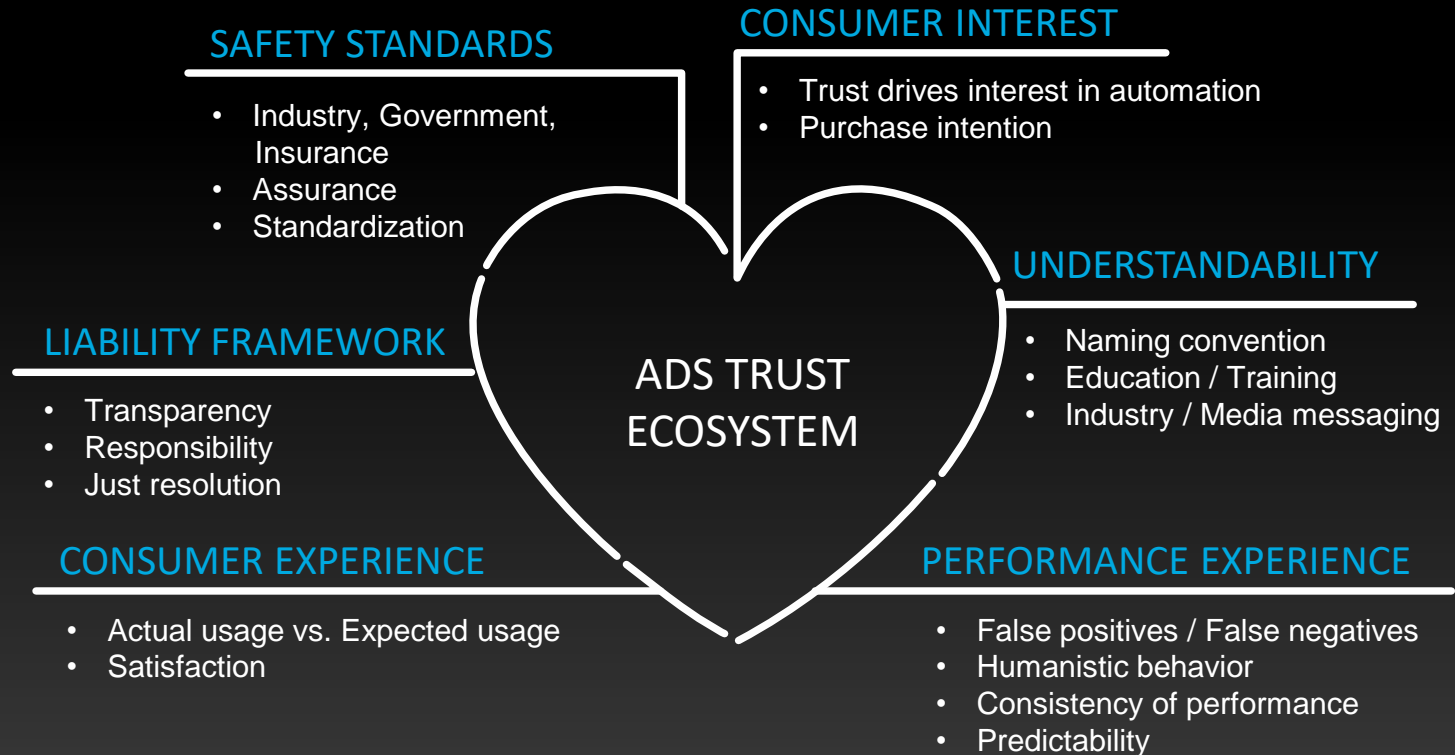


## Legal Practitioners

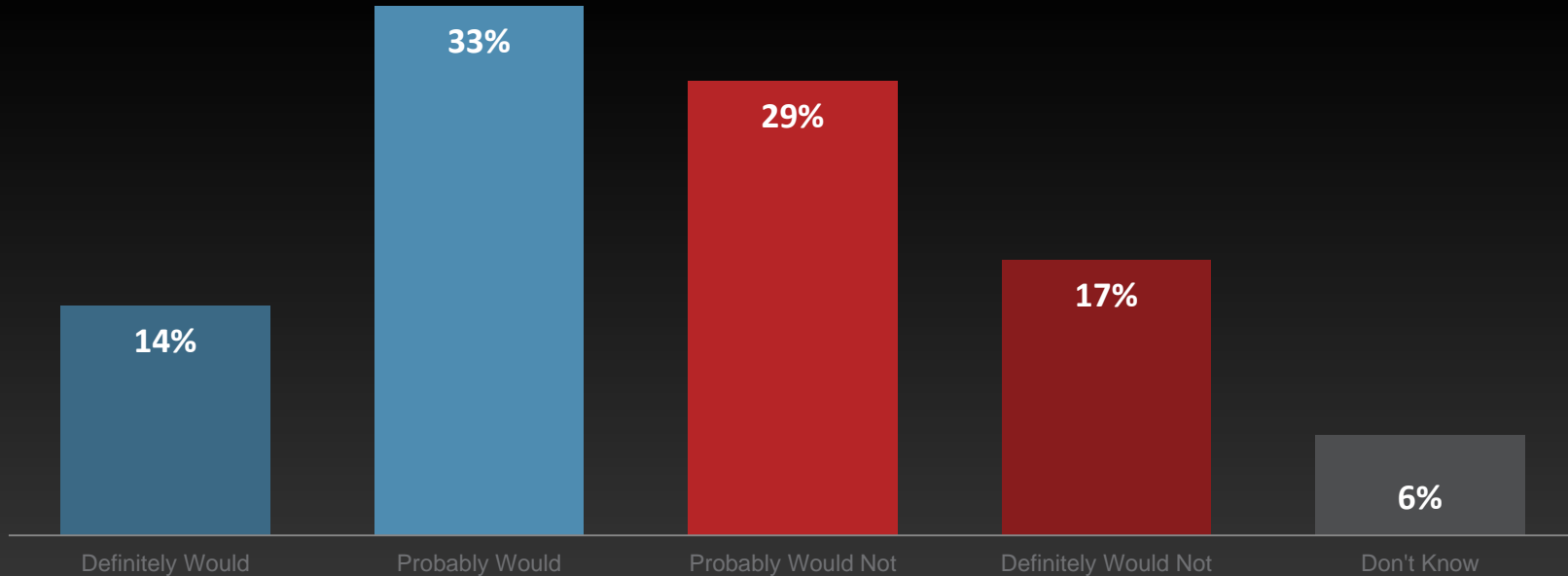


**Trust *or* Experience  
First?**





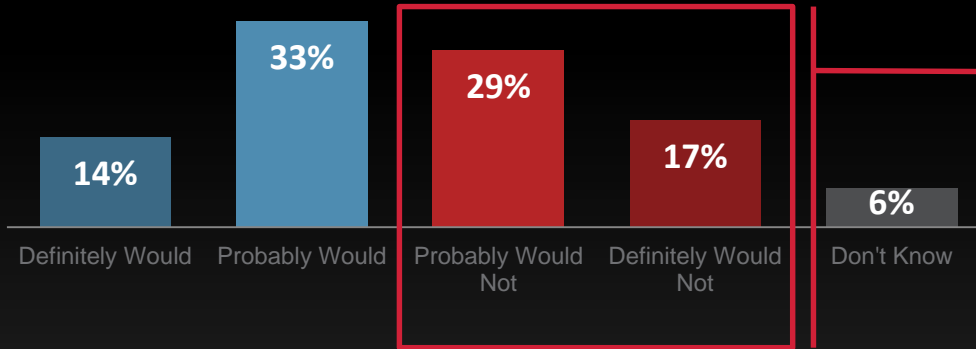
How likely would you be to ride in a fully autonomous, self-driving vehicle without a human driver's input?



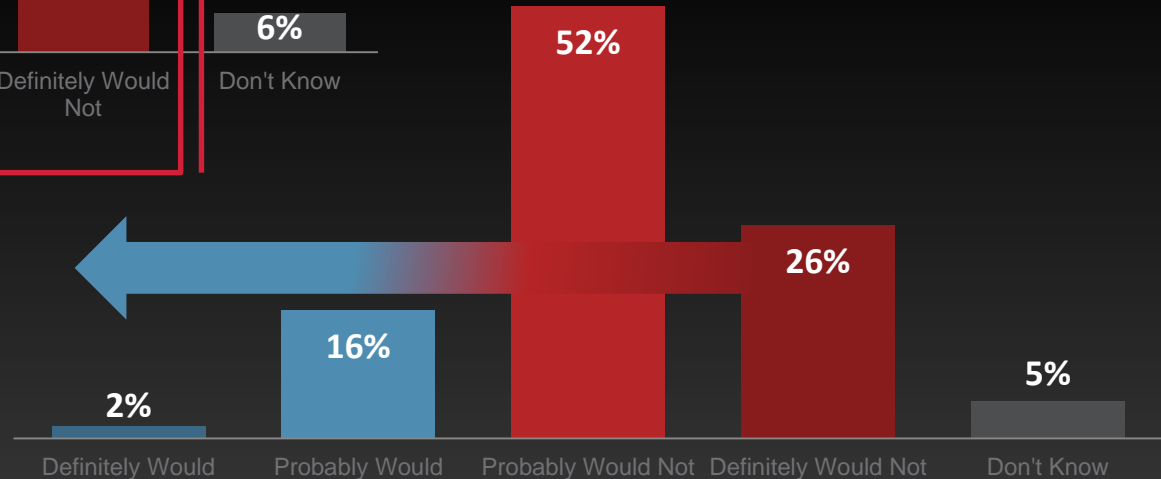
Source: 2018 Miller Canfield/J.D. Power Automated Vehicles: Liability Crash Course

# Willingness to Ride in ADS

How likely would you be to ride in a fully autonomous, self-driving vehicle without a human driver's input?



Assuming the self-driving vehicle met ALL government safety standards, how likely would you be to ride in one?



Source: 2018 Miller Canfield/J.D. Power Automated Vehicles: Liability Crash Course

Our **Communication**  
*Influences* Consumer  
**Perception, Acceptance**  
**and Trust** of ADS

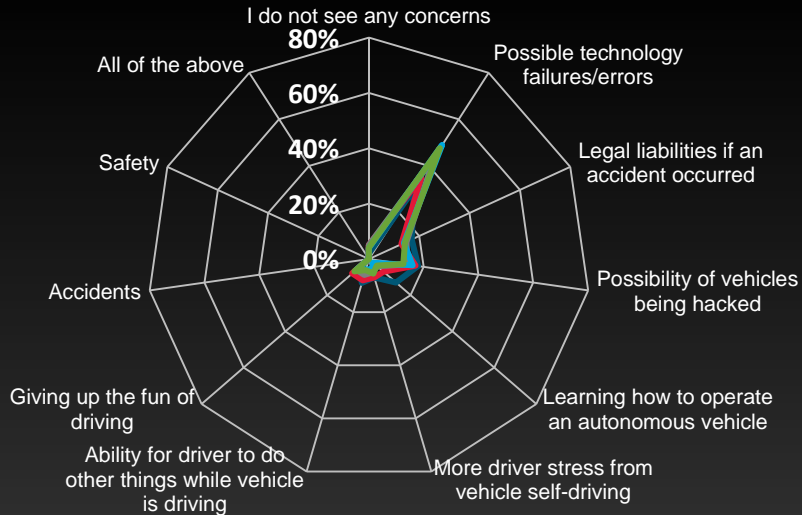


[http://gigazine.net/gsc\\_news/en/20171109-self-driving-shuttle-bus-crash](http://gigazine.net/gsc_news/en/20171109-self-driving-shuttle-bus-crash)

# Self-Driving Consideration Factors Change Over Time

## Largest Concern of Self-Driving Vehicle

January 2017



September 2017



Gen Z Gen Y Gen X Baby Boomers Pre-Boomers

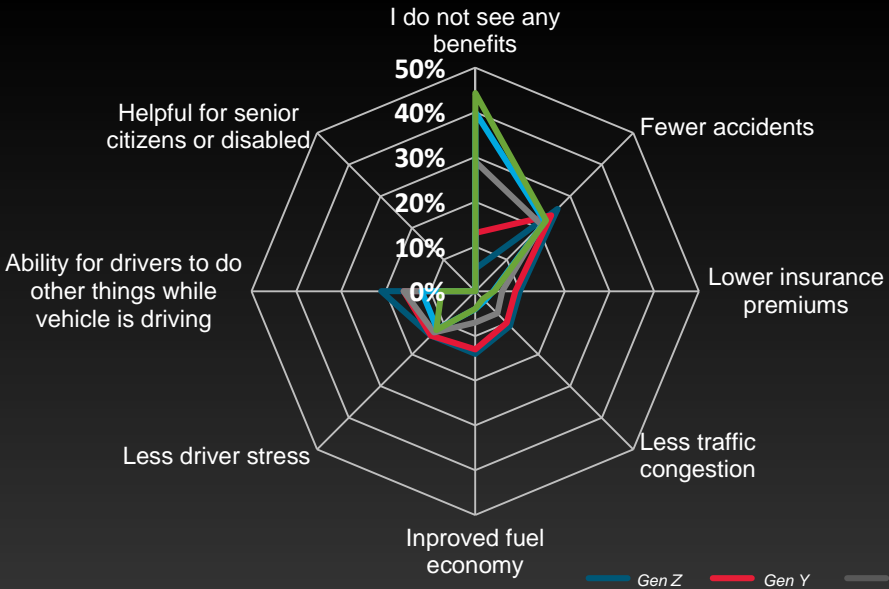
J.D. Power defines the generations as Pre-Boomers (born before 1946); Baby Boomers (1946-1964); Gen X (1965-1976); Gen Y (1977-1994); Gen Z (1995-2004).

Sources: 2017 J.D. Power U.S. Tech Choice Study and 2018 Miller Canfield/J.D. Power Automated Vehicles: Liability Crash Course

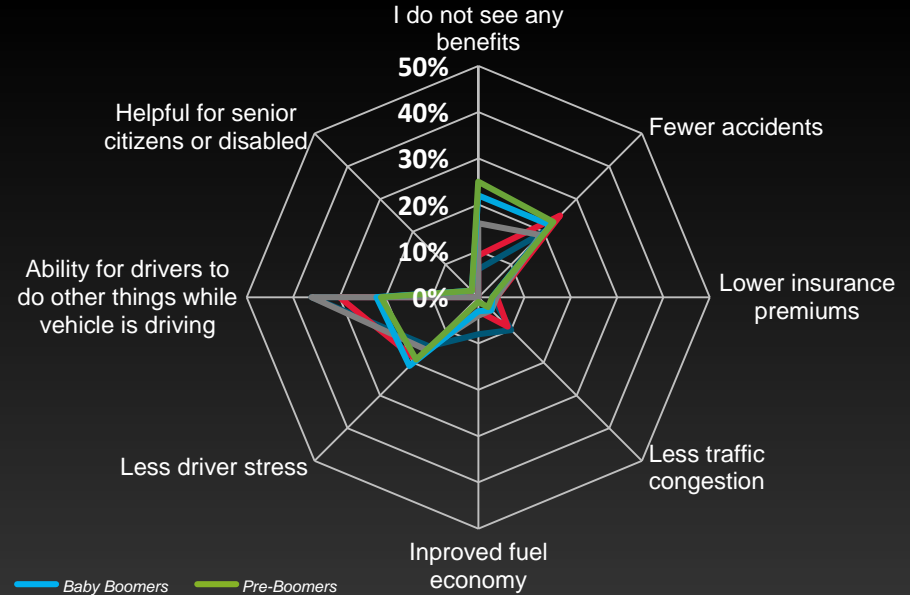
# Self-Driving Consideration Factors Change Over Time

## Largest Benefit of Self-Driving Vehicle

January 2017



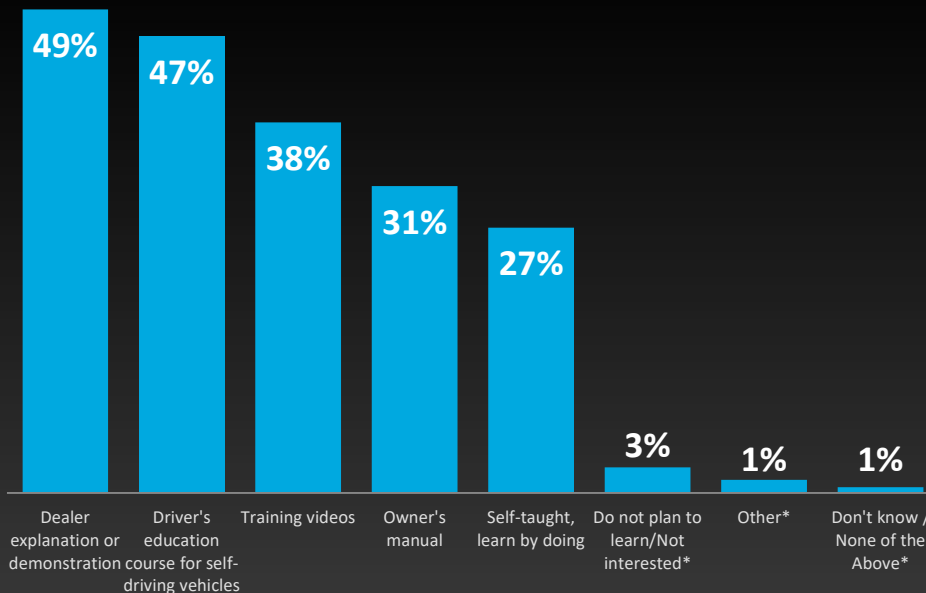
September 2017



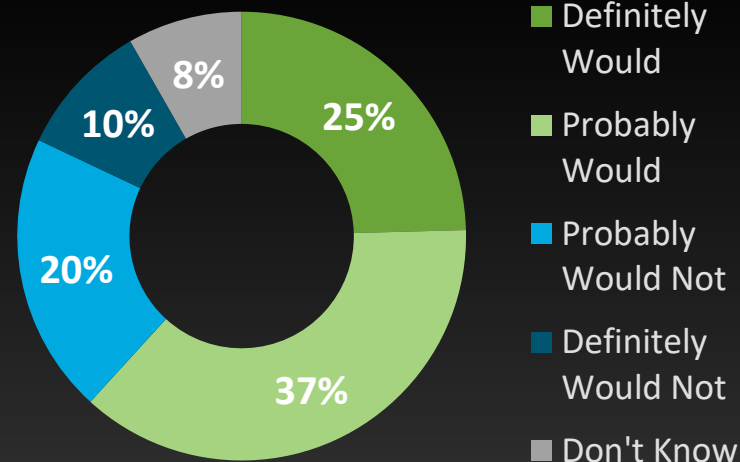
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Sources: 2017 J.D. Power U.S. Tech Choice Study and 2018 Miller Canfield/J.D. Power Automated Vehicles: Liability Crash Course

## How do you intend to learn about how to properly operate a self-driving vehicle?



## Willing to Take Additional Training for ADS Designation on Driver's License?



Source: 2018 Miller Canfield/J.D. Power Automated Vehicles: Liability Crash Course

A crash occurring at a  
**higher automation level**  
increased respondents’:

- Willingness to litigate
- Desire to seek dispute resolution options with a longer duration for resolution
- Expectation of no crashes, especially for Level 5
- Clarity of fault (i.e., consumer perception: fully automated self-driving vehicle (Level 5) inherently means the vehicle is at fault)
- Emotional state
- Desire to bring public awareness

*Source: 2018 Miller Canfield/J.D. Power Automated Vehicles: Liability Crash Course*

- Perception that crashes “should not occur” with ADS
- Consumers hold ADS to a higher safety standard
- Emotions increase as the level of automation increase mainly due to the driver becoming a “passenger”

*Critical to align consumer expectations to the **product’s capability***

## Level 5, Full Automation Verbatim



*I’d **expect the car to be safer** and tested and would blame the company for any accident.”*



***Should never happen.”***



*B/c of **car is supposed to be good** shouldn't be in an accident.”*



*Because it is **supposed to be a safe vehicle** & there was a serious injury need to know why it happened & to prevent it from happening again.”*



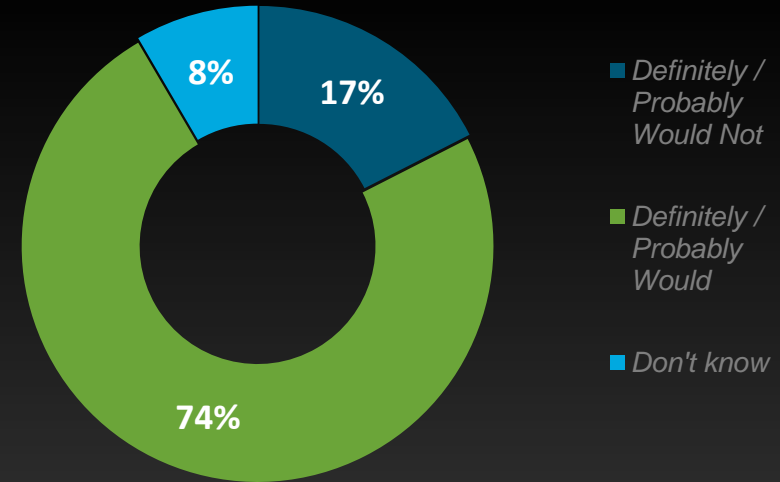
*I would be **MAD and HORRIFIED** and would want to make a spectacle of the case.”*

Source: 2018 Miller Canfield/J.D. Power Automated Vehicles: Liability Crash Course

Consumers are willing to share their ADS vehicle data after a crash.

The most common motivation: *to help the greater good*

Willingness to Share ADS Vehicle Data After A Crash



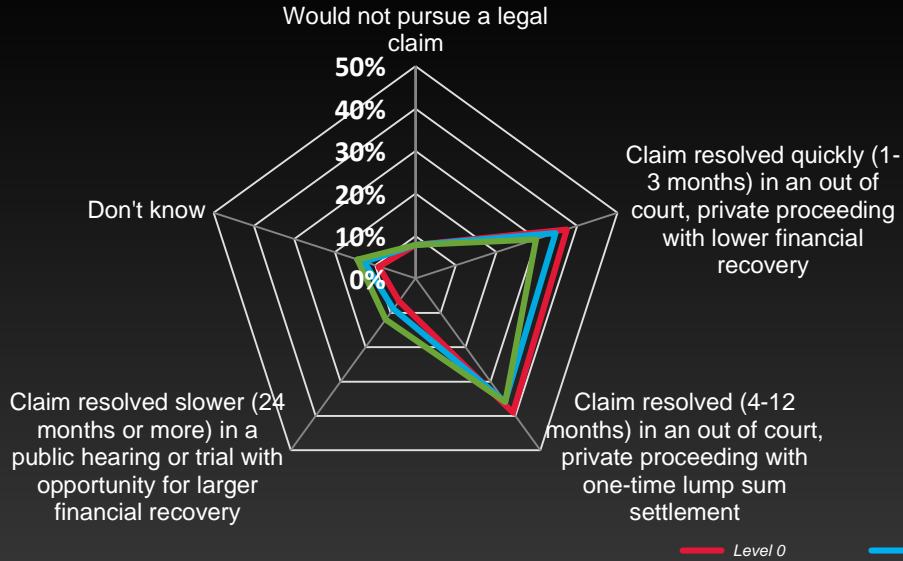
Source: 2018 Miller Canfield/J.D. Power Automated Vehicles: Liability Crash Course

- Both sides agree:
  - **Costs** to litigate product liability for ADS will increase dramatically
  - ADS provides an opportunity for legal claims to be **resolved out of court through Alternative Dispute Resolution (ADR)**
  - Availability of **additional crash data** would accelerate resolution and support ADR
- Most focus is on Level 5 with little consideration given to the **complexities of “shared control”** (Level 3)

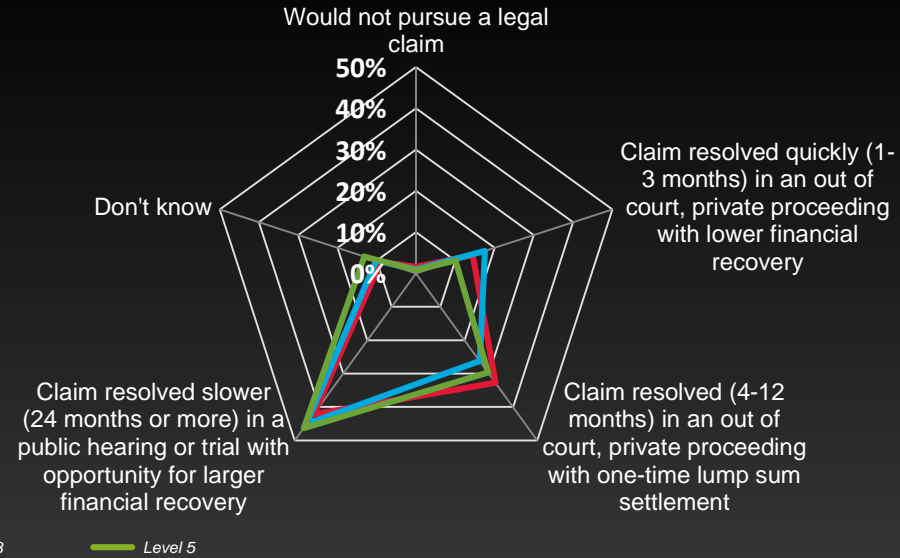
*Opportunity: Create a workable ADR framework to bridge the gap, creating stronger relationships between manufacturers and consumers by means of transparency and equity*

## Alternative Dispute Resolution Preference

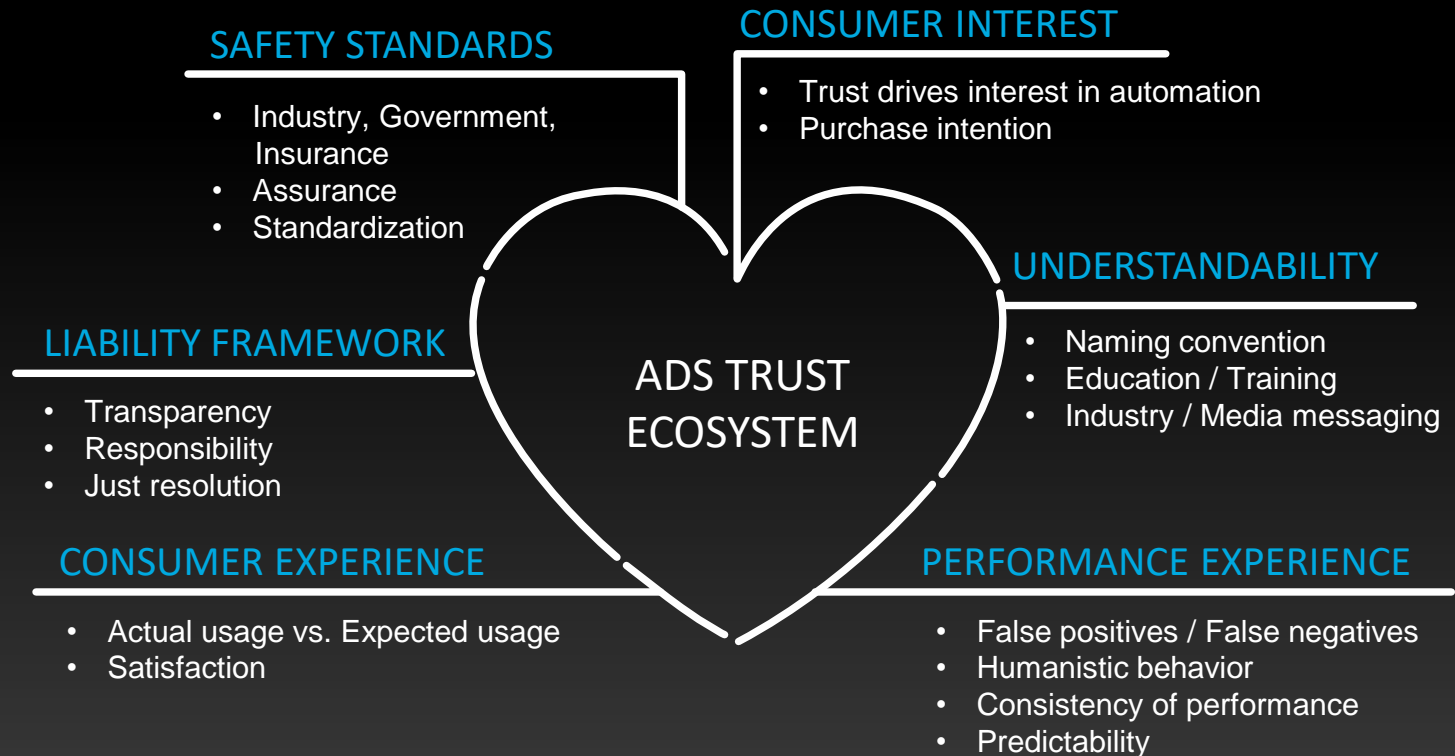
### Non-Life Threatening Injury



### Death or Serious Injury



Source: 2018 Miller Canfield/J.D. Power Automated Vehicles: Liability Crash Course



# Thank You

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