



BRAIN ON BOARD

New vehicle safety features promise great payoffs in terms of road safety. But it can be hard to keep up with all of the new safety features that are available, what they do, how they work, and the benefits they offer to drivers.

In fact, a recent Traffic Injury Research Foundation (TIRF) poll revealed that, with the exception of antilock braking systems (ABS) and traction control, less than one-third of Canadians are familiar with many modern vehicle safety features.

Brain on Board is a complete educational resource designed to answer questions about safety features and help drivers navigate the world of vehicle safety and get the most protection from their features.

WHAT SAFETY FEATURES CAN I LEARN ABOUT?

Brainonboard.ca includes information about older safety features, like ABS and traction control, as well as newer safety features, like electronic stability control (ESC), brake assist, and forward collision warning systems.

Easy to understand explanations are provided about how these and many other safety features work and what they are designed to do.

You can also familiarize yourself with some of the latest developments in vehicle safety, like connected vehicle technology and external airbags.

Your brain is your vehicle's most important safety feature.

WHAT ELSE CAN I LEARN?

Drivers can learn about various driver behaviours and how they can influence the overall performance of safety features, for example, how fatigue, distraction and tailgating relate to vehicle safety features.

You can also test your knowledge of various myths and misconceptions about vehicle safety features and driving habits.

New content will also be added to Brain on Board to make sure drivers have the latest information about new safety features, environmental factors that affect vehicle performance, and to help drivers understand different safety rating systems that are used.

Visit brainonboard.ca to find out more about how safety features can help keep you safe on the road.

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