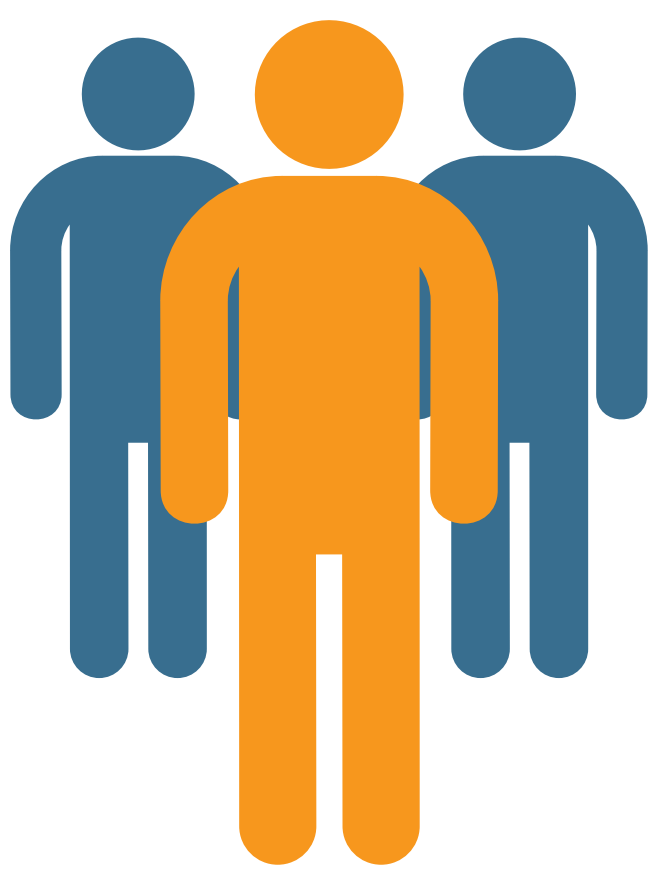# Brain on Board

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

Knowledge is as important as technology when it comes to safe driving. Check out **www.brainonboard.ca** – for easy to use tools and information to help you become a safer driver.
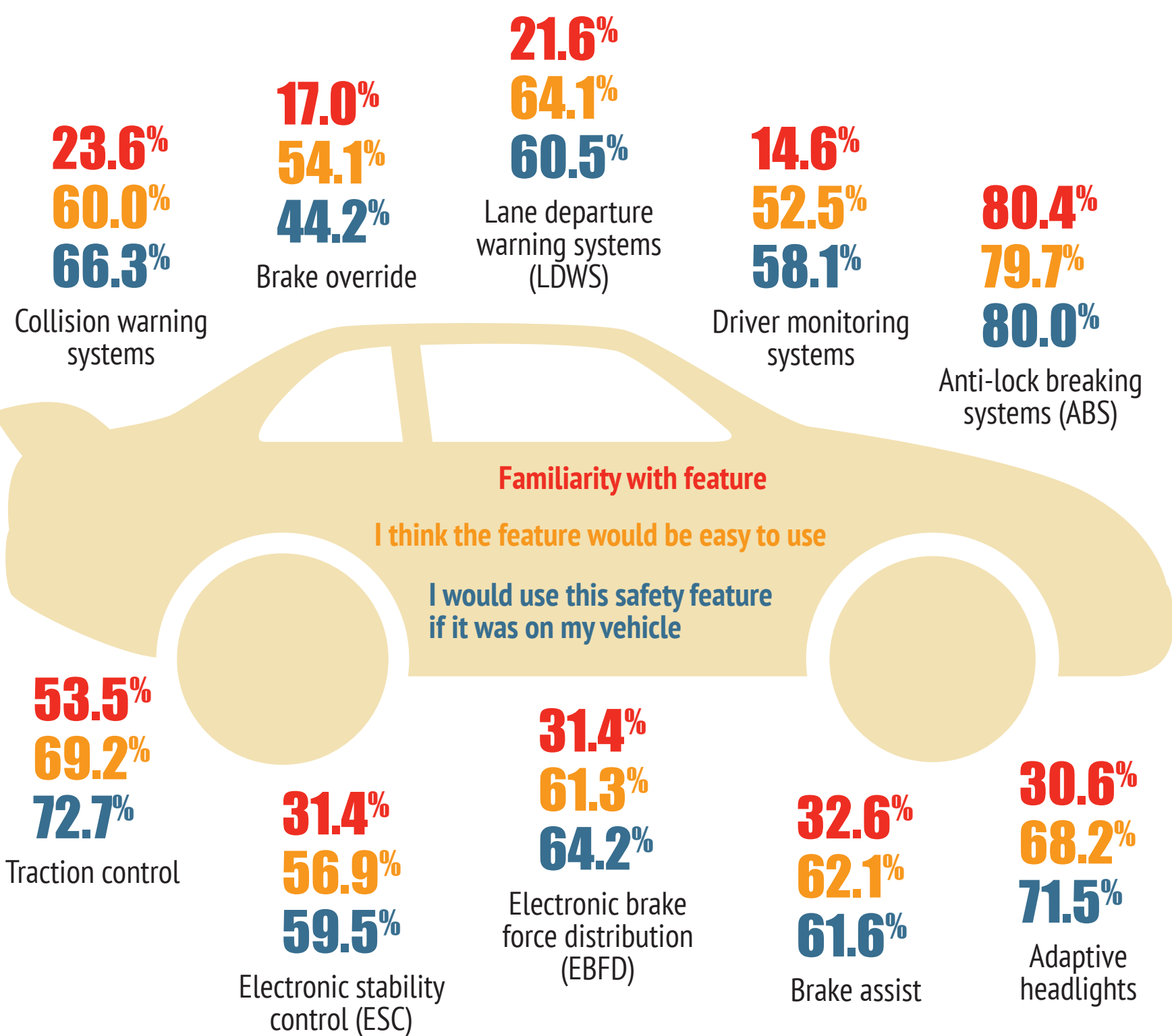
Canadian drivers believe

they are safer than others on the road. This leads to a false belief that the risk of driver safety sits with 'others' and not with 'me'.

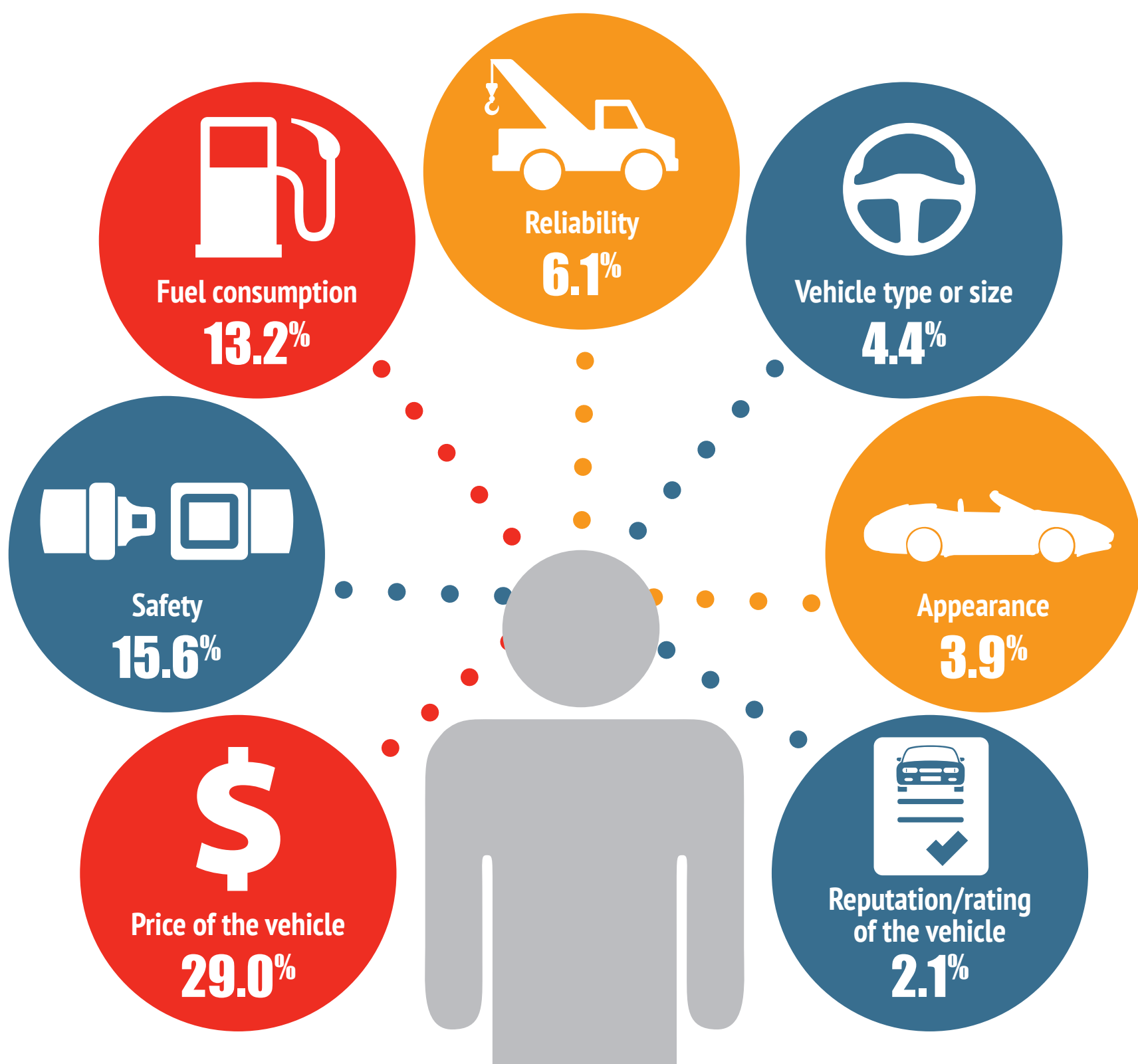When asked about their own driving in terms of safety: **44.6%** of Canadian drivers self-rate a score of 8/10, whereas the most common response when rating their fellow motorists is 5/10.

VEHICLE SAFETY FEATURES: KNOWLEDGE AND PERCEPTIONS

23.6%
60.0%
66.3%
Collision warning systems

17.0%
54.1%
44.2%
Brake override

21.6%
64.1%
60.5%
Lane departure warning systems (LDWS)

14.6%
52.5%
58.1%
Driver monitoring systems

80.4%
79.7%
80.0%
Anti-lock breaking systems (ABS)

Familiarity with feature

I think the feature would be easy to use

I would use this safety feature if it was on my vehicle

53.5%
69.2%
72.7%
Traction control

31.4%
56.9%
59.5%
Electronic stability control (ESC)

31.4%
61.3%
64.2%
Electronic brake force distribution (EBFD)

32.6%
62.1%
61.6%
Brake assist

30.6%
68.2%
71.5%
Adaptive headlights

Safety is second only to price and ranks higher than fuel consumption and reliability when it comes to making vehicle purchasing decisions. The priorities are:

Fuel consumption 13.2%

Reliability 6.1%

Vehicle type or size 4.4%

Safety 15.6%

Appearance 3.9%

Price of the vehicle 29.0%

Reputation/rating of the vehicle 2.1%

TIRF

BrainonBoard.ca

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