2017 in review
AND FIRST LOOK 2018
MISSION

The Insurance Institute for Highway Safety (IIHS) is an independent, nonprofit scientific and educational organization dedicated to reducing the losses — deaths, injuries and property damage — from motor vehicle crashes.

The Highway Loss Data Institute (HLDI) shares and supports this mission through scientific studies of insurance data representing the human and economic losses resulting from the ownership and operation of different types of vehicles and by publishing insurance loss results by vehicle make and model.

Our research is guided by the Haddon Matrix, the most commonly used paradigm in the injury prevention field. It shows the problem of motor vehicle crashes can be mitigated by changing one or more factors — people, vehicles and/or the road environment — at any point in the progression of a crash.

<table>
<thead>
<tr>
<th>PEOPLE</th>
<th>VEHICLES</th>
<th>ENVIRONMENT</th>
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<td>Before</td>
<td>During</td>
<td>After</td>
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Member companies

Our member companies are highway safety champions who share our vision of saving lives and reducing injuries through scientific research that compels manufacturers, policymakers and insurers to act to improve all aspects of motor vehicle transportation.

**MEMBER GROUPS**

AAA Carolinas
Acceptance Insurance
Alfa Alliance Insurance Corporation
Alfa Insurance
Allstate Insurance Group
American Agricultural Insurance Company
American Family Insurance
American National
Ameriprise Auto & Home
Amica Mutual Insurance Company
Auto Club Enterprises
Auto Club Group
Auto-Owners Insurance
Bitco Insurance Companies
California Casualty Group
Celina Insurance Group
Censtat Casualty Company
CHUBB
Colorado Farm Bureau Mutual Insurance Company
Concord Group Insurance Companies
COUNTRY Financial
CSAA Insurance Group
Desjardins General Insurance Group
ECM Insurance Group
Elephant Insurance Company
EMC Insurance Companies
Erie Insurance Group
Esurance
Farm Bureau Financial Services
Farm Bureau Insurance of Michigan
Farm Bureau Mutual Insurance Company of Idaho
Farmers Insurance Group
Farmers Mutual of Nebraska
Florida Farm Bureau Insurance Companies
Freudenberg Insurance
Gainso Insurance
GEICO Corporation
The General Insurance
Georgia Farm Bureau Mutual Insurance Company
Goodwillie Mutual Casualty Company
Grange Insurance
Grinnell Mutual
Hallmark Financial Services, Inc.
The Hanover Insurance Group
The Hartford
Haulers Insurance Company, Inc.
Horace Mann Insurance Companies
Imperial Fire & Casualty Insurance Company
Indiana Farm Bureau Insurance
Indiana Farmers Insurance
Infinity Property & Casualty
Kemper Corporation
Kentucky Farm Bureau Mutual Insurance Companies
Liberty Mutual Insurance Company
Louisiana Farm Bureau Mutual Insurance Company
The Main Street America Group
Mercury Insurance Group
MetLife Auto & Home
Mississippi Farm Bureau Casualty Insurance Company
MMG Insurance
Munich Reinsurance America, Inc.
Mutual Benefit Group
Mutual of Enumclaw Insurance Company
Nationwide
New Jersey Manufacturers Insurance Group
NYCM Insurance
Nodak Insurance Company
Norfolk & Dedham Group
North Carolina Farm Bureau Mutual Insurance Company
Northern Neck Insurance Company
Ohio Mutual Insurance Group
Oregon Mutual Insurance Company
Paramount Insurance Company
Pekin Insurance
PEMCO Mutual Insurance Company
Plymouth Rock Assurance
Progressive Insurance
PURE Insurance
Qualitas Insurance Company
Redpoint County Mutual Insurance Company
The Responsive Auto Insurance Company
Rider Insurance
Rockingham Insurance
RSA Canada
Safe Auto Insurance Company
Safeco Insurance
Samsung Fire & Marine Insurance Company
SECURA Insurance
Selective Insurance Company of America
 Sentry Insurance
Shelter Insurance Companies
Sompo America
South Carolina Farm Bureau Mutual Insurance Company
Southern Farm Bureau Casualty Insurance Company
State Farm Insurance Companies
Stillwater Insurance Group
Tennessee Farmers Mutual Insurance Company
Texas Farm Bureau Insurance Companies
The Travelers Companies
United Educators
USA
Utica National Insurance Group
Virginia Farm Bureau Mutual Insurance
West Bend Mutual Insurance Company
Western National Insurance Group
Westfield Insurance

**FUNDING ASSOCIATIONS**

American Insurance Association
National Association of Mutual Insurance Companies
Property Casualty Insurers Association of America

**WE WELCOMED FOUR NEW MEMBER COMPANIES IN 2017:**

![Desjardins Insurance](image1)
![GRINNELL MUTUAL](image2)
![INDIANA FARM BUREAU INSURANCE](image3)
![NYCM INSURANCE](image4)

**WE HAVE WELcomed:**

![A. C.](image5)
![Celina Insurance Group](image6)
![ECM Insurance Group](image7)
![Selective](image8)

**AND SO FAR IN 2018:**
PRESIDENT’S MESSAGE

David Harkey, president of IIHS and HLDI

Welcome to the year of transition. In early 2018, Dr. Adrian Lund retired as president of the Institutes after serving the organization for 37 years, the last 12 at the helm. His expertise and leadership resulted in lifesaving changes on our highways. His vision to expand the Vehicle Research Center provided the Institutes with state-of-the-art capabilities for our crashworthiness and collision avoidance programs, and a new strategic plan guides our future. It is now our turn to build on the foundation he left. We wish him all the best!

For several years now, our field has been captivated by the promise of self-driving cars and the hype that they will be here any day. The reality is different. Fully autonomous vehicles that are widely accessible and able to traverse our entire road network are decades away, and conventional motor vehicles will outnumber them for many years. For the foreseeable future, the technology will assist drivers not supplant them. The fact is that when it arrives, the autonomous fleet on U.S. roads will be an evolution, not a revolution.

This does not mean that we can ignore the changes on the horizon. IIHS-HLDI is fully vested in evaluating and understanding the technologies present on vehicles today. In 2017, we began evaluating rear autobrake systems and found they are reducing backing crashes. That work led to an innovative rear crash prevention rating system we introduced early this year to help consumers choose among the available rear braking/warning technologies. In 2018, we will expand research on autobrake systems that detect and stop for pedestrians, with the goal of rating these systems.
We added the passenger-side small overlap front test to our crashworthiness ratings in 2017 to give consumers even more information on crash protection for front-seat occupants. The new passenger-side rating is one of the 2018 criterion to earn a \textit{TOP SAFETY PICK+} award.

The safety of rear-seat occupants is another priority. One project on tap for 2018 is an effort to replicate certain crashes in which people in the back seat were seriously or fatally injured. Examining injury patterns in our crash lab will help point to potential countermeasures.

In addition to our work on collision avoidance and crashworthiness, we continue to evaluate and promote interventions to reduce fatalities and injuries today. Impaired driving is one area that demands attention. Last year, we completed an initial analysis of the impacts of legalized recreational use of marijuana. In 2018, we will host the IIHS-HLDI Special Meeting on Alcohol and Drug Impaired Driving, bringing together stakeholders to discuss strategies to save the more than 10,000 lives lost annually in the U.S. because of impaired driving.

Creating substantive and lasting change in road safety requires partnerships with multiple organizations, industries, universities and government agencies. We are proud to work with the many partners listed in this report to make every trip a safe one. We are also proud of our people. Throughout the report, you will find profiles of several staff who work behind the scenes to advance our mission.

During this time of change we must remain steadfast, not lulled into waiting for self-driving cars to solve all our road safety challenges when there are still gains to make while humans hold the wheel. We will expand our collision avoidance research to ensure that the technologies automakers offer are acceptable to consumers and do indeed make travel safer. At the same time, our crashworthiness team will evaluate vehicles to make sure occupants are protected when crashes occur. We will continue to research and promote practices and policies to reduce the toll on our roads today. And we will continue to provide consumers, policymakers and practitioners with data to make informed decisions to improve personal and public safety. We need this balanced portfolio of objectives to reach the goal of zero crash deaths.

\textit{"We must remain steadfast, not lulled into waiting for self-driving cars to solve all our road safety challenges when there are still gains to make while humans hold the wheel."}

\textbf{ADRIAN LUND} retired in January 2018 after serving 12 years as president of IIHS and HLDI. Adrian joined the Institutes as a behavioral scientist in 1981.
INNOVATION

Over the course of 30-plus years of crash testing, IIHS has continued to innovate by examining the ways people are dying in motor vehicle crashes and devising new test scenarios to address these crash types and encourage automakers to make design changes to better protect occupants or prevent crashes altogether. Much of what we do at the Institutes has never been done before.

The small overlap front test is a good example. We have been testing the driver side of vehicles and rating them for occupant protection in a small overlap front crash since 2012. Last year, IIHS extended small overlap front tests to the passenger side of the vehicle when it became clear that some manufacturers weren’t paying sufficient attention to the passenger side as they made improvements to achieve better performance in the driver-side small overlap front test.

Our groundbreaking headlight evaluations proceeded apace as we conducted 145 tests for 197 ratings in 2017. Headlights have improved when it comes to visibility, but many still need to do a better job of lighting the road ahead while limiting bothersome glare.

Our TOP SAFETY PICK and TOP SAFETY PICK+ awards now reflect both headlight ratings and passenger-side protection in a small overlap front crash.
We were the first organization in the U.S. to evaluate front automatic emergency braking systems and helped broker a voluntary agreement among automakers to make the technology standard by 2022. In 2017, we turned our attention to systems to prevent backing crashes. Using RCAR’s test scenarios, we devised an evaluation for rear autobrake systems and published the first rear crash prevention ratings in early 2018. The ratings are based on HLDI findings that rear autobrake is reducing crashes reported to insurers and IIHS research showing the feature is reducing police-reported crashes.

Autobrake, lane-keeping and other advanced driver assistance systems will form the basis of future autonomous vehicles, so we are evaluating and testing technologies as they emerge, through formal ratings programs, research evaluations and HLDI analyses of insurance data.

Crash avoidance systems on passenger vehicles can help protect motorcyclists, too. More than 8,000 two-vehicle crashes with motorcycles could be prevented or mitigated each year by equipping passenger vehicles with front crash prevention, lane maintenance and blind spot detection systems designed to detect motorcycles, a 2017 IIHS study estimated.

We introduced the IIHS TOUGHGUARD award in 2017 to recognize rear underride guards that are designed to prevent a range of underride crashes. So far, seven North American semitrailer manufacturers have earned the award.
In another first for IIHS, we conducted three side underride crash tests in which a car struck the center of a trailer. The tests show that a side underride guard can prevent a car from underriding a trailer at 35–40 mph.

Our experts are widely sought as speakers and panelists on a slate of hot topics, including autonomous vehicles, how drivers respond to in-vehicle technology, how ride-sharing services are shifting transportation patterns and how legalizing marijuana for recreational use is affecting crashes.

At the same time, our research focuses on persistent problems — impaired driving, speeding and red light running, failure to use safety belts or motorcycle helmets, and reducing the risks for teenage drivers, among others.

As ride-sharing services expand, our research staff decided to highlight the pervasive problem of adults who don’t buckle up in the back seat. More than a quarter of adults surveyed by IIHS say they don’t always buckle up when riding in the back. Among adults who admit to not always using belts in the back seat, 4 out of 5 surveyed say short trips or traveling by taxi or ride-hailing service are times they don’t bother to use the belt.

One person’s decision not to buckle up can have consequences for other people riding with them. An accompanying video highlighting what happens when unbelted adult-size dummies are in a crash was one of our most popular videos of the year and widely shared on social media.

We are taking a closer look at rear-seat safety in 2018 to see how people are being seriously or fatally injured in actual crashes and will replicate some of these cases in our crash lab to examine injury patterns and possible countermeasures. We also are looking at how the backs of vehicle seats hold up in high-speed rear crashes because people can be seriously injured when their seats fail.

**CHARLIE O’BRIEN**
overhauled his first V8 engine at age 11 and has been building things ever since. He has operated, maintained and tuned our crash propulsion system for 19 years and designed or co-designed countless test fixtures and gear along the way. Charlie says he has found continuous opportunities at the VRC to use his gifts to support an outstanding team that works together to "make this world a safer and better place."

**REBECCA WEAST**
does research on young drivers and drowsy driving. In her spare time, she runs up and down mountains, occasionally traveling to other places to run up and down different mountains. Since 2013 she’s run 28 ultramarathons and can’t wait for her next adventure!
By the end of 2017, eight states and the District of Columbia had legalized the **recreational use of marijuana**, and insurers and journalists turned to us with questions about what the new pot policies might mean for highway safety. HLDI analyzed insurance claims data in three states with legalized recreational use and found that the frequency of collision claims is about 3 percent higher overall in Colorado, Oregon and Washington than would be expected without legalization. More research on marijuana by IIHS and HLDI is coming in 2018.

Together with the Insurance Information Institute and the Property Casualty Insurers Association of America, we hosted a satellite media tour on the driving risks associated with marijuana in November at the National Press Club in Washington, D.C.

Deaths in crashes are on the rise, and there is solid evidence that an **improved economy** is a driving factor behind the trend. Indeed, economic forecasts can help predict the course of traffic fatalities in coming years. A 2017 IIHS study found that a decline in the U.S. unemployment rate from 6 percent to 5 percent is associated with a 2 percent increase in vehicle miles traveled. That jump in exposure leads to an equivalent 2 percent jump in fatalities. However, after accounting for the change in miles traveled, the decline in the unemployment rate is associated with an additional 2 percent more road deaths — for a total of 4 percent more deaths.
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<tr>
<td>2017 in review</td>
<td>Mission</td>
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<td>Partnerships</td>
<td>Value</td>
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**Mission**: 2017 in review

**Innovation**: Mission

**Partnerships**: Innovation

**Value**: Partnerships

**Impact**: Value
Deaths among pedestrians and bicyclists also are up. In 2017, IIHS looked at the problem of alcohol impairment among these groups of vulnerable road users. Researchers found that the percentage of fatally injured pedestrians and bicyclists 16 and older who were impaired has fallen over the decades, but not as dramatically as the percentage of impaired drivers.

Autobrake systems that can detect pedestrians and bicyclists will be part of the solution. Our engineers are working on a test protocol to allow IIHS to begin a pedestrian detection rating program for passenger vehicles equipped with autobrake. We hope to introduce the first ratings in 2018.

On the child passenger safety front, a new 3-D printed dummy is simplifying booster seat evaluations. Dubbed Jasper, the dummy is easier and less expensive to produce than the Hybrid III 6-year-old dummy IIHS has used since it began rating booster seats in 2008. Developed by IIHS and Humanetics, Jasper has only a few movable parts, and belt fit measurement scales are printed directly on its body so no extra measuring tools are needed.

**KENDRICK GOODE**
works in our dummy lab, which means he gets to hang out with Jasper and our Hybrid III family. Kendrick collects sneakers — lots of them. He says he is always on the search for rare or unique ones to add to his 100-pair collection.

**BOOSTER SEATS**
- 16 new boosters rated
- 19 paid evaluations for manufacturers

**LATCH**
- 63 vehicles rated (excludes multiple trim levels within a model)
PARTNERSHIP

At IIHS-HLDI, we maximize our reach and impact by partnering with like-minded groups, insurers, manufacturers and policymakers with the goal of saving lives. Partnerships take many forms. Some are data-sharing agreements, for example, with CARFAX. Others involve participating in working groups, such as the Road to Zero Coalition. We collaborate with universities such as MIT on research, and manufacturers on advanced driver assistance systems. Advocacy groups, such as Advocates for Highway and Auto Safety, have sought our expertise as they recommend safety guidelines for automated vehicles.

Conference facilities at the Vehicle Research Center allow us to bring together decision makers for meetings on trending issues. In July 2017, we hosted the Future of Auto Summit with the National Association of Mutual Insurance Companies (NAMIC) to discuss how automated driving systems will change the insurance landscape. The event was our largest of the year, drawing 200 people. In August, we held our second truck underride roundtable. Co-sponsored by the Truck Safety Coalition and AnnaLeah and Mary for Truck Safety, the event brought together safety advocates, researchers, government officials and industry leaders to discuss ways to improve safety when large trucks, passenger vehicles, cyclists and pedestrians share the road. In October, we hosted a special meeting for insurers on advanced driver assistance systems and automated driving research, followed by the Network of Employers for Traffic Safety (NETS) annual safety benchmark conference.
2017 PARTNERSHIPS

Advocacy
Advocates for Highway and Auto Safety
AnnaLeah and Mary for Truck Safety
Euro NCAP
Global NCAP
Governors Highway Safety Association
Highway Safety Coalition
Lifesavers National Conference
MADD
National Safety Council
Road to Zero Coalition
Truck Safety Coalition

Government
National Highway Traffic Safety Administration
National Transportation Safety Board

Industry/other
CARFAX
Westat

Manufacturers/suppliers
Audi
Autoliv
Fiat Chrysler
Ford
General Motors
Honda
Mazda
Mercedes
Nissan
Subaru
Takata
Toyota
Volvo

Universities
Children’s Hospital at Dartmouth
Children’s Hospital of Philadelphia
The George Washington University
MIT AgeLab
New York University School of Medicine
Oregon Health and Science University
University of Michigan Transportation Research Institute
UNC Highway Safety Research Center
University of Virginia
Virginia Tech Transportation Institute
As anyone who has gone car shopping in recent years knows, buying a new vehicle is expensive. At IIHS, we buy a lot of them. We are fortunate to have a strong base of supporting companies who recognize that saving lives makes crash tests necessary. Last year we crash tested 93 vehicles and published more than 500 ratings. How? One way we strive to be good stewards of our resources is by using each vehicle for multiple tests.

The 2018 Toyota Camry is a case in point. When the car arrived at the VRC, technicians measured and evaluated the LATCH hardware. Then we tested the Camry’s headlights and front automatic emergency braking system. Afterward, the Camry’s driver seat underwent sled testing for rear-impact safety, and the car finally succumbed in the roof-strength evaluation.

Borrowing vehicles from auto dealers, requiring manufacturers to pay for award nomination tests outside our normal schedule and accepting automaker test verification data results in significant cost savings and allows us to rate far more vehicles than we could evaluate in a year.
In 2017, we **borrowed 134 vehicles**. We used 90 for headlight evaluations, 21 for LATCH evaluations and 23 for both headlights and LATCH. If we had to purchase them outright, we would have spent more than $5.3 million. In all, we bought 108 vehicles for evaluations at a cost of $3.7 million. (Manufacturers paid for many of these vehicles as part of **TOP SAFETY PICK** award nominations.) Using the $9 million worth of purchased and borrowed vehicles, along with the results of 86 verification tests submitted by manufacturers — roughly an extra $3 million in potential vehicle costs — the 500 vehicle ratings we published represent $12 million in vehicles.

**SOLAR AT THE VRC**

A significant part of the VRC’s operations is powered by a 260-kilowatt solar array. Located on three-quarters of an acre next to the covered test track, the array was installed in December 2016.

Powering the VRC requires anywhere from 71,000 to 114,000 kilowatt hours per month, with the highest usage in the summer when air conditioning is needed to cool the buildings. For comparison, the average U.S. home uses about 900 kWh per month.

The system was designed to meet about one-third of the VRC’s energy needs, but so far, it has been exceeding that, providing anywhere from 36 percent to 44 percent of the energy used at the facility in a month. On weekends, when the VRC uses less power, excess electricity generated by the array is fed into the grid, resulting in a credit on the VRC’s electric bill.

In the first 12 months of operation, the solar array kept 231 tons of carbon dioxide out of the atmosphere — equivalent to 34,000 gallons of gasoline — according to estimates provided by Secure Futures, the firm IIHS contracted with for our solar equipment.

To get the most bang for our buck, vehicles we buy undergo multiple evaluations for consumer ratings before they are scrapped. This Camry underwent five tests.
HLDI

HLDI’s database of loss information covers vehicle identification numbers (VINs) for 462 million automobiles and 10.6 million motorcycles. Member companies representing about 85 percent of the market for private passenger vehicle insurance use analyses and data from HLDI to better serve their customers and communities.

HLDI analyzes losses under six insurance coverages — collision, property damage liability, personal injury protection, medical payment, bodily injury liability and comprehensive (including theft). Analysts assist member companies with customized queries, and they also conduct original research to help explain trends, such as rising highway deaths, and how changes in state laws, for example legalizing recreational marijuana use and allowing motorcyclists to ride without helmets, impact highway safety.

In 2017, HLDI decoded 6.8 million VINs, a 15 percent increase over the year earlier. In a first, HLDI also decoded VINs for big rigs and travel trailers.
Impact

As nonprofit research groups, IIHS and HLDI don’t lobby legislators or policymakers to enact change to improve the safety of our roads. Instead, we reach decision makers through our communications programs. One of the ways we measure impact is through earned media coverage. Instead of buying advertising time as a corporation would, we rely on journalists to help amplify our messages. Manufacturers who advertise the IIHS safety awards they earn also help raise awareness of IIHS, as do insurers when they use our research and ratings in their own communications programs.

In 2017, we began to directly engage in social media conversations with consumers via our new Facebook page and Instagram account. At the same time, the IIHS communications department answers phone calls and email queries from consumers and journalists alike. In fact, consumers who call seeking help are often surprised — and pleased — to be able to speak directly with staff members who know our work and can patiently walk them through our ratings information.
Our TOP SAFETY PICK awards are best-known. In 2017, we introduced a new BEST BET booster logo and the IIHS TOUGHGUARD award.
ADVERTISING AND EARNED MEDIA

Ad mentions climbed 17 percent over 2016 as automakers showcased their IIHS award-winning models. Earned media via television, print, online and radio interviews with IIHS-HLDI experts increased slightly over 2016.

**STAFF**

767 ads approved to use 2017 TOP SAFETY PICK+ and/or TOP SAFETY PICK award claims
- 224 online and banner ads
- 62 TV ads
- 123 print ads
- 156 direct marketing campaigns
- 74 social media ads
- 18 radio ads
- 110 Canadian market ads
- 40 auto show ads
- 3 front crash prevention rating ads

**TOUGHGUARD**
- 2 ads approved for truck shows

**TEEN VEHICLE CHOICE**
- 5 automakers touted recognition in approved press releases

**BEST BET BOOSTER RATINGS**
- 6 web ads with new logo

**EARNED MEDIA**

Staff gave 734 interviews with television, print, online and radio media, compared with 717 in 2016 and 594 in 2015.

+2% staff interviews compared with 2016
- 482 print and online
- 78 radio
- 8 TV on-air use of IIHS-HLDI data
- 102 TV interviews for information
- 64 TV on-air interviews
VIDEO NEWS RELEASES
IIHS-HLDI VNRs are among the most viewed in any category. In 2017, we issued eight VNRs. Viewership overall fell year-over-year amid an increasingly competitive news cycle and a change in traditional TV viewing habits.

**Audience viewership**
- 354 million total viewers of 9,447 broadcasts vs. 602 million viewers of 16,063 broadcasts in 2016

**Average audience per release**
- 44 million viewers of 1,180 broadcasts vs. 67 million viewers of 1,785 broadcasts in 2016

**Top 5 viewed VNRs**

<table>
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<th>Audience in millions</th>
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<td><strong>Rear-seat safety (August 3)</strong></td>
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<td><strong>Midsize SUV headlight ratings (June 13)</strong></td>
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<td><strong>TOP SAFETY PICK awards (December 7)</strong></td>
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<td><strong>Electric vehicle ratings (February 1)</strong></td>
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<td><strong>Small pickup ratings (September 6)</strong></td>
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PUBLICATIONS AND PRESENTATIONS
IIHS-HLDI also shares its findings with the public via news releases, consumer brochures, advisories, *Status Report* and an annual report.

- 49 news releases
- 10 *Status Report* newsletter issues
- 8 brochures, including 3 in Spanish
- 1 Insurer Advisory
- 100+ presentations to national and international conferences and member companies

VRC VISITORS
The Vehicle Research Center is a popular destination with staff from our member companies, as well as outside researchers, policymakers, law enforcement and emergency responders. During the past four years, we have seen a steady increase in the number of visitors we host.

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<th><strong>VRC VISITORS</strong></th>
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+12% increase in VRC visitors over 2016

- 1,502 visitors from member companies
- 2,423 visitors from nonmember groups
- 85 groups experienced crash avoidance technology demos
SOCIAL MEDIA

In 2017, we expanded our social media presence via Facebook and Instagram, while continuing to grow our YouTube channel and Twitter feed. More than 228,000 people now subscribe to our YouTube channel (youtube.com/IIHS), and nearly 14,000 users follow the IIHS Twitter account (@IIHS_autosafety).

We launched our Facebook page on May 31 and now have about 3,000 followers. Our content has reached nearly 1 million users on the platform, and less than 1 percent of our total reach was paid. Videos are popular features. A video showing a crash simulation with unbelted dummies in the rear seat that called attention to low rates of safety belt use among adults in the back seat has been viewed 37,000 times on Facebook alone.

DIANA HALE has a sharp eye for curating photography. She led the effort to create a media library to corral our images for social media use. On vacation, Diana can be found taking photos of roads, pedestrians and unhelmeted motorcyclists instead of her friends.

TWITTER

- 13,500 followers
- +21% from 2016

FACEBOOK

- 3,000 followers

YOUTUBE

- 223,750 cumulative subscribers
- 24,870 new in 2017
- 158 million cumulative views
- 23 million new in 2017
- 122 million cumulative watch-time minutes
- 20 million new in 2017
- +15% in shares from 2016
- 66,520 shares
WEBSITE
Our public site, iihs.org, is a trusted resource for highway safety information and consumer ratings.

6.8 million sessions for the year
24.2 million unique page views
81% of pages viewed were in the ratings section of the website. That includes vehicle ratings, TOP SAFETY PICK lists, booster ratings, LATCH information and vehicle recommendations for teens.

Trending news
Unique page views for some of our most popular news stories in 2017, from release date through the end of the year

Midsize SUV headlight ratings
JUN 13

TOP SAFETY PICK awards
DEC 7

- Our headlight ratings have been a hot topic since introduction in March 2016.

- May 25: Stronger economy = higher death rates

- Aug 23: Lane departure warning cuts crashes

- Oct 19: Passenger small overlap results launch

- Midsize SUV headlight ratings

- Used vehicle recommendations for teens

- Lane departure warning cuts crashes

- Passenger small overlap results launch

- TOP SAFETY PICK awards

MEDIA CENTER/PHOTO STUDIO
Our new media studio at the VRC is a hub for our outreach to journalists. A ReadyCam video broadcast system enables reporters to interview IIHS and HLDI experts remotely and delivers HD video to TV studios worldwide. The center also is where we edit and produce video news releases and web videos for YouTube, Instagram and Facebook.
IIHS RESEARCH PAPERS

Alcohol and drugs
Fatally injured pedestrians and bicyclists in the United States with high blood alcohol concentrations. Eichelberger, Angela H.; McCartt, Anne T.; Cicchino, Jessica B. Journal of Safety Research | June 2018

Automation and crash avoidance
Effectiveness of forward collision warning and autonomous emergency braking systems in reducing front-to-rear crash rates. Cicchino, Jessica B. Accident Analysis and Prevention | February 2017

Driver trust in five driver assistance technologies following real-world use in four production vehicles. Kidd, David G.; Cicchino, Jessica B.; Reagan, Ian J.; Kerfoot, Laura B. Traffic Injury Prevention | March 2017

Changes in driver glance behavior when using a system that automates steering to perform a low-speed parallel parking maneuver. Kidd, David G.; Reimer, Bryan; Dobres, Jonathan; Mehler, Bruce. Insurance Institute for Highway Safety | April 2017

Effects of blind spot monitoring systems on police-reported lane-change crashes. Cicchino, Jessica B. Insurance Institute for Highway Safety | August 2017

Effects of lane departure warning on police-reported crash rates. Cicchino, Jessica B. Insurance Institute for Highway Safety | August 2017

Motorcycle crashes potentially preventable by passenger vehicle crash avoidance technology. Teoh, Eric R. Insurance Institute for Highway Safety | August 2017


Prevalence of driver physical factors leading to unintentional lane departure crashes. Cicchino, Jessica B.; Zuby, David S. Traffic Injury Prevention | 2017


Effects of rearview cameras and rear parking sensors on police-reported backing crashes. Cicchino, Jessica B. Traffic Injury Prevention | October 2017

Crash avoidance and driver assistance technologies — are they used? Reagan, Ian J.; Cicchino, Jessica B.; Kerfoot, Laura B.; Weast, Rebecca A. Transportation Research Part F | January 2018

Crash trends
A projection of United States traffic fatality counts in 2024. Farmer, Charles M. Insurance Institute for Highway Safety | April 2017

Temporal factors in motor vehicle crashes — 10 years later. Weast, Rebecca. Insurance Institute for Highway Safety | April 2017

Distracted driving
Considering self-report in the interpretation of objective performance data in the comparison of HMI systems. Mehler, Bruce; Reimer, Bryan; Lee, Chaiwoo; Kidd, David G.; Reagan, Ian J. Insurance Institute for Highway Safety | April 2017

Considering visual-manual tasks performed during highway driving in the context of two different sets of guidelines for embedded in-vehicle electronic systems. Kidd, David G.; Dobres, Jonathan; Reagan, Ian J.; Mehler, Bruce; Reimer, Bryan. Transportation Research Part F | May 2017

Distracting behaviors among teenagers and young, middle-aged, and older adult drivers when driving without and with warnings from an integrated vehicle safety system. Kidd, David G.; Buonarosa, Mary Lynn. Journal of Safety Research | June 2017
Headlights
Drivers’ detection of roadside targets when driving vehicles with three headlight systems during high beam activation. Reagan, Ian J.; Brumbelow, Matthew L. Accident Analysis & Prevention | February 2017

Method of roadside photometry to investigate headlamp use in a variety of roadway situations. Flannagan, Michael J.; Sullivan, John M. Insurance Institute for Highway Safety | March 2017

Large trucks
Crash risk factors for interstate large trucks in North Carolina. Teoh, Eric R.; Carter, Daniel L.; Smith, Sarah; McCartt, Anne T. Journal of Safety Research | September 2017

Motorcycles
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Studying automation and crash avoidance technologies and their effect on crashes, as well as how drivers interact with the systems, is a growing research area. Distracted driving is another important issue, and we have several new studies coming in 2018.
CHRIS KOLSTER
not only knows claims data inside and out as HLDI’s subject matter expert on motorcycles, he also is a licensed motorcycle racer and an avid road bicyclist who loves to explore foreign countries.

ANNUAL REPORT TEAM

Editorial
Kim Stewart

Art direction and design
Steve Ewens

Logo design and branding
Leslie Oakey

Photography
Matt Daly
Steve Ewens
Craig Garrett
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Jason Shifflett

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