

KNOW YOUR TECH

Making each journey smoother and safer.

WHAT IS ADAS?

ADAS, quite simply, is short for Advanced Driver Assistance Systems. It is the collective term for a whole group of technologies that make your drive safer. And which can make you a safer driver.

Modern cars are filled to the brim with advanced safety technology, but some elements of it you might not know about, some you might not know

how to get the best out of – and some you won't need except in extreme emergency situations.

On this leaflet you'll see a tick next to any technology that your car has, alongside a short description and a QR code. Scan each QR code on your phone to watch a short video explaining what the tech does, why it matters and how to get the most out of it.

THE THREE TYPES OF ADAS

1

SECOND PAIR OF EYES:

Innovations such as speed sign recognition or high-beam assist can help make you more aware of your surroundings.

2

HELPING HAND:

Features like adaptive cruise control or lane-keep assist can actively guide you and your car, keeping you safer on the road.

3

SAFETY NET:

Tech like ABS or E-call, that hopefully you'll never need to use. But if you do need it, it could make a life-saving difference.

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autoninja.co.uk

co-pilot

THE VISION ZERO TOOLBOX

Road crashes are a major cause of death or serious injury in the UK, and around 1,700 people start a journey they never finish every year. And yet many of these incidents are entirely preventable. Co-Pilot develops resources – like this one – that help road users build layers of protection that reduce the risk of being involved in a collision.

co-pilot.org



CAR SAFETY

TECH

Find out how your car can make your journeys safer.

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IF IT'S TICKED, YOU HAVE IT!



ADAPTIVE CRUISE CONTROL

This sophisticated system uses LiDAR and RADAR to help maintain consistent space ahead automatically on motorways and dual carriageways.



ANTI-LOCK BRAKES

ABS might not technically help you stop your car quicker, but it will help maintain steering control over the car during extreme braking manoeuvres.



AROUND-VIEW CAMERA

If your car is fitted with a 360-degree camera it can effectively give you a bird's-eye view of your own car, making difficult manoeuvres much safer and easier.



DROWSINESS DETECTION

Driving tired is as dangerous as drink-driving for impairing a driver's reactions: a drowsiness-alert system has the potential to save lives.



TYRE PRESSURE MONITORING

Getting a flat tyre is a safety risk, so a simple pressure monitor can keep you safe by giving you early warning if the air is leaking from one of your car's tyres.



ELECTRONIC STABILITY

This helps maintain control of a car in unexpected conditions or manoeuvres. Some studies say it reduces the chance of a fatal collision by 25 per cent.



LANE-DEPARTURE WARNING

This can alert us if we're not being as attentive as we should be, via an audible or visual warning that we are straying out of our lane.



LANE-KEEP ASSIST

Lane-keep assist can be a life-saving technology, helping you stay in your lane and not accidentally stray into the path of other traffic.



PARK ASSIST

Parking can be a fiddly manoeuvre, but this technology will help you find a suitable space, and effectively park in the space for you.



AUTO EMERGENCY BRAKING

Automatic emergency braking helps reduce stopping distances by eradicating human reaction times – it could save your life or that of other road users.



BLIND SPOT WARNING

This helps alert you if a vehicle is obscured by the blind spots of your car's mirrors. Useful both on the motorway and when stopped at the roadside.



TRAFFIC SIGN RECOGNITION

Traffic sign recognition means your car can effectively 'read' speed limit signs, so you've got a better chance of knowing what the limit is at any given moment.



FORWARD COLLISION WARNING

Uses a combination of visual and audio alarms to alert you of a situation where your car is closing too fast on a stationary object in front of it.



HIGH-BEAM ASSIST

This reduces fatigue as you don't have to constantly switch between full headlights and dipped beams when driving at night – the car will do it for you.



INTELLIGENT SPEED ADAPTATION

Intelligent Speed Adaptation cuts through the potential confusion of speed limits and automatically limits your speed to the posted limit.



REAR CROSS TRAFFIC ALERT

An extra set of eyes looking for oncoming traffic behind you. When reversing out of a parking space or blind driveway, it can be especially useful.



E-CALL TECH

Automatically calls the emergency services if you're involved in an extreme collision – plus you can use it to report any incident you see on the roads.



BRAKE ASSIST

Brake assist makes sure a car delivers full braking force in an emergency, even if the driver doesn't push the brake pedal all the way.

