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



SECOND PAIR OF EYES:

Innovations such as speed sign recognition or highbeam 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.

autoninja

autoninja.co.uk



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









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



AUTO EMERGENCY BRAKING





BLIND SPOT WARNING

ABS might not

technically help you

stop your car quicker,

steering control over

braking manoeuvres.

but it will help maintain

the car during extreme

Automatic emergency This helps alert you if a vehicle is obscured by braking helps reduce stopping distances the blind spots of your car's mirrors. Useful by eradicating human reaction times – it could both on the motorway save your life or that of and when stopped at other road users. the roadside.











AROUND-360° 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.







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.

RECOGNITION





Driving tired is as

dangerous as drink-

driving for impairing

potential to save lives.

FORWARD COLLISION WARNING

Uses a combination

alarms to alert you of

of visual and audio

a driver's reactions:

a drowsiness-alert

system has the

DROWSINESS DETECTION

PRESSURE MONITORING

IF IT'S TICKED, YOU HAVE IT! •

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.



HIGH-BEAM

ASSIST

This reduces fatique

to constantly switch

and dipped beams

between full headlights

when driving at night -

the car will do it for you.

as you don't have







LECTRONIC

STABILITY

This helps maintain

unexpected conditions

or manoeuvres. Some

studies say it reduces

collision by 25 per cent.

the chance of a fatal

control of a car in





INTELLIGENT ADAPTATION

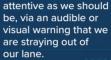
Intelligent Speed Adaptation cuts through the potential confusion of speed limits and automatically limits your speed to the posted limit.





DEPARTURE WARNING

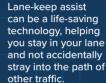
This can alert us if we're not being as







LANE-KEEP









PARK ASSIST

Parking can be a

fiddly manoeuvre,

but this technology

will help you find a

suitable space, and

space for you.

effectively park in the



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.





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





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.

















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