



Insurance Institute for Highway Safety
Highway Loss Data Institute

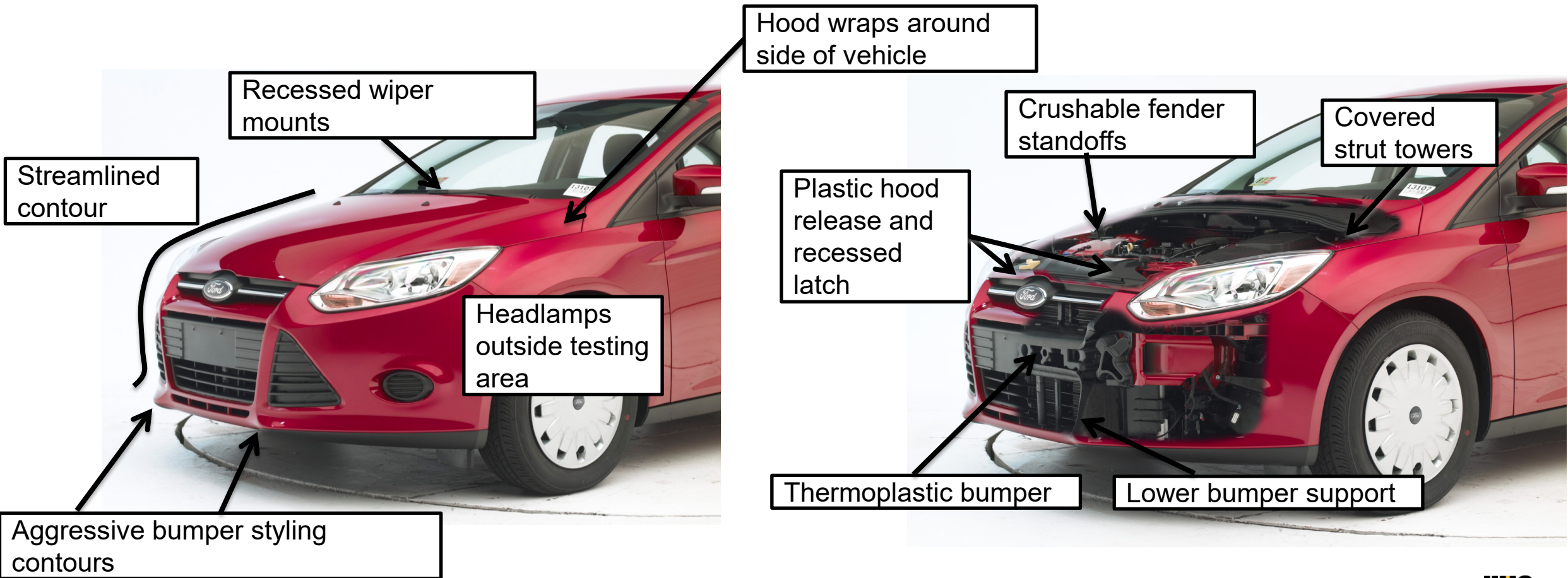
Safe system approach: Vehicle countermeasures

USDOT Pedestrian Safety Summit
July 8, 2020

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Vice President, Research, IIHS

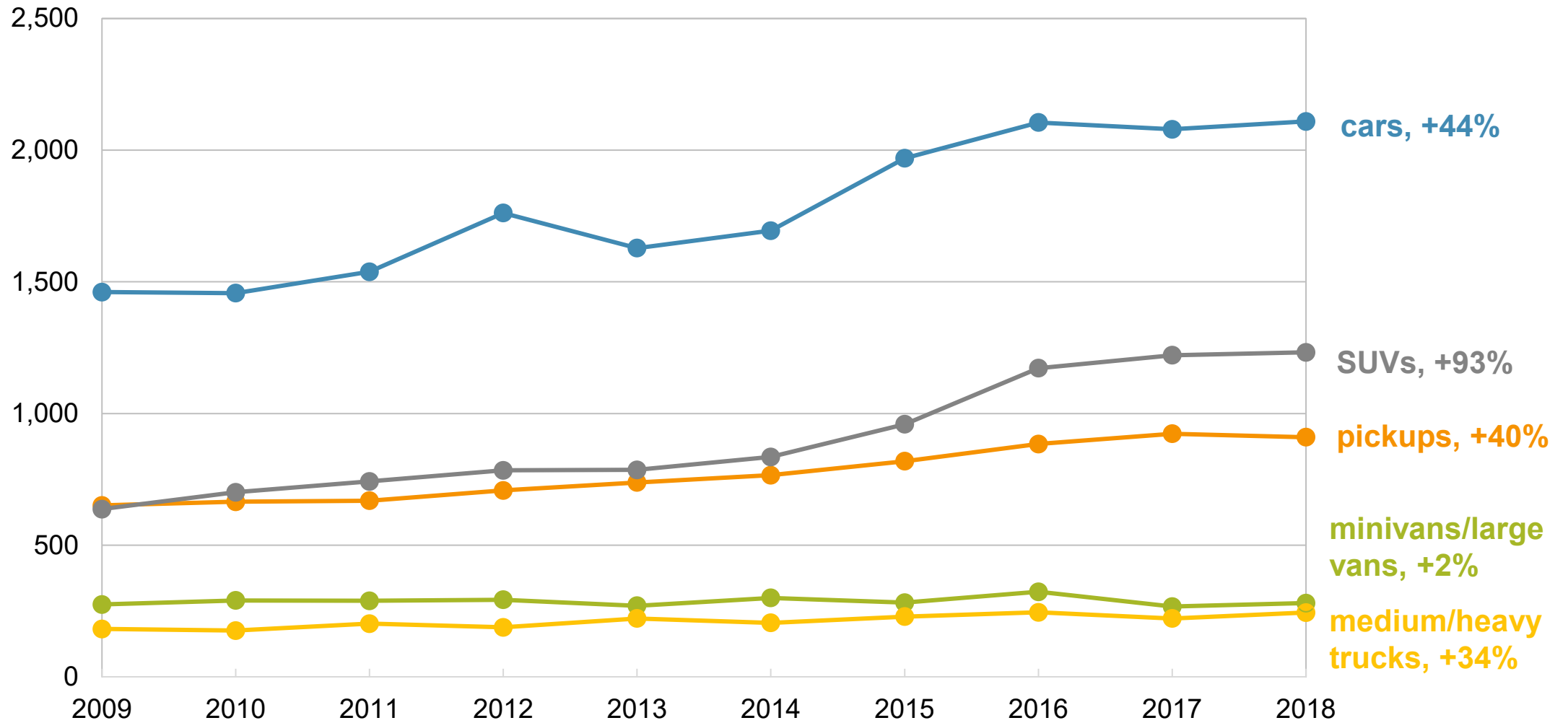
[iihs.org](https://www.iihs.org)

Vehicle designs for pedestrian protection



Vehicle types in single-vehicle fatal pedestrian crashes

2009–18



Headlights



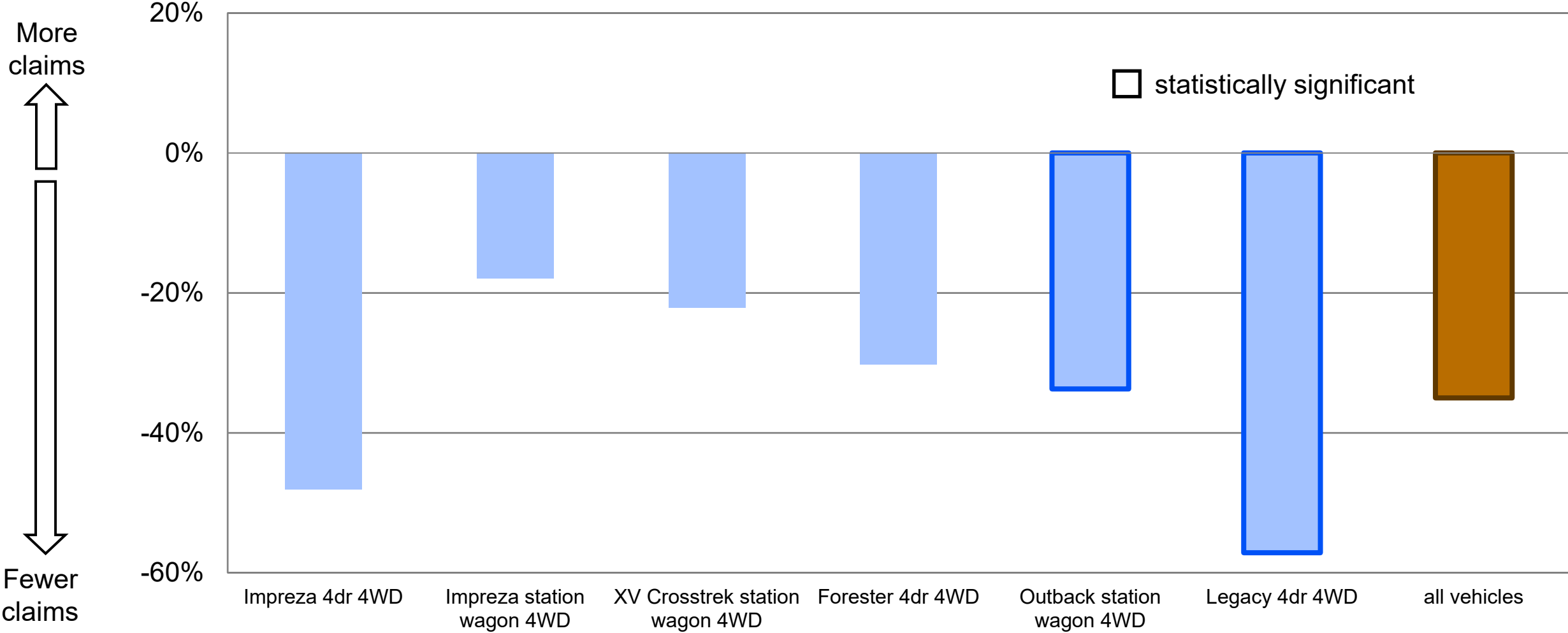
GOOD: 2018 Hyundai Kona with LED projector headlights



POOR: 2018 Hyundai Kona with halogen projector headlights

Pedestrian automatic emergency braking

Percent change in pedestrian-related injury claim frequency, Subaru's EyeSight





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