THE HANSEN REPORT

ON AUTOMOTIVE ELECTRONICS

Editorial Notes

Dear Reader,

Our industry can and must do more to protect people from injury and death caused by vehicle accidents. A number of features with proven on-the-road safety benefits have matured to the point where they could be part of standard packages or be offered as affordable options. Carmakers have the wherewithal to make their products significantly safer, but their pricing schemes stand in the way.

Take Blind-spot Warning (BSW). According to the Consumer Reports study, "A High Price on Safety – How Automakers Require Consumers to Pay a Premium for Proven Vehicle Safety Features," vehicles equipped with BSW were 14 % less likely to get in a crash, and 23 % less likely to get in a crash that resulted in an injury to the driver.

Among the 15-top selling 2020 vehicle models in the USA, only three offer BSW as a standard feature across all trim levels. For many of the remaining twelve models, consumers can get BSW only if they purchase a convenience package or a higher-level equipment group. The median increased cost for blind-spot warning was 2510 US dollars.

Carmakers should unbundle safety features and price them at a point more reflective of their actual costs, while leaning on non-safety features to maintain overall profit margins.

Cordially,

Paul Hansen
Editor

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