

Press release

The Hague, Monday 9 November 2020

ADAS Alliance launches 'the ADAS Dictionary'

Avoiding confusion through clear terminology for smart driver assistance systems

The ADAS Alliance is launching 'the ADAS Dictionary' as of today, in order to counteract the proliferation of terms associated with the Advanced Driver Assistance Systems (abbreviated to ADAS). The dictionary is a list featuring a standard name, as well as a brief description of a standard term for each (commonplace) driving assistance system, and definition of the system's operation. At present, different terminology is sometimes used for comparable systems and conversely, similar terminology is used for systems that are different to one another. This leads to confusion and misunderstandings among consumers and organisations dealing with ADAS.

The idea behind the list currently being launched is that every organisation dealing with ADAS will, wherever possible, use these terms from now on to communicate – starting with the participants of the ADAS Alliance itself. This will create more clarity for everyone involved in matters such as the development, operation, repair, maintenance, repair and recycling of ADAS. And ultimately, this clarity will in turn contribute towards achieving the objective set by the ADAS Covenant, which is to increase the safe use of smart driver assistance systems.

Jumble of names

The ADAS Dictionary is the result of a working group, which consists of policy makers from Euro NCAP, RAI Association, BOVAG, the ANWB, RDW, the Ministry of Infrastructure and Water Management and Rijkswaterstaat (the Dutch National Water Authority). "We are witnessing all kinds of different terms being utilised for identical systems", project leader Chris Hottentot (ANWB) says of the ADAS Alliance. "The European Union (EU), Euro NCAP and the American Automobile Association (AAA) are utilising different names, but in addition, different names are also being used for each car make, which are often marketing-driven. Moreover, not all those names are always comprehended in the correct manner either. So it's no wonder that users are no longer able to see the wood for the trees. "As a result of this ambiguity, users often aren't aware what functions they can expect from the ADAS in their vehicle - if they are actually even aware which driver assistance systems it is equipped with. This is especially difficult for those looking to buy a second-hand car to find out retrospectively. "Ideally, everyone should be able to be able to enquire about their vehicle's system, or at least look it up easily," says Hottentot. "We haven't reached that stage yet. However, the list of the explanatory notes, which we have now drawn up, also brings this objective a little closer to becoming a reality."

Moving towards a European standard

The ADAS Dictionary will be available to everyone from today at: www.adasalliantie.nl, in the hope and expectation that the largest possible number of people will use these terms, with standardisation as the



end goal. The terminology list is based on the Euro NCAP list and available in both Dutch and English. "We are hopeful that the English terms will be adopted across Europe. We are already in close contact with the FIA, the international automobile federation," says Hottentot. The list also provides information that will help users better understand the terms used by car manufacturers themselves. "I should add that we don't have a Dutch alternative for every single term. For example, the English term 'cruise control' is already so embedded within the Dutch language that we do not recommend its translation, as that would seem a little contrived in our opinion."

Impact of ADAS terminology on motorist behaviour

The fact that the ambiguity surrounding ADAS terminology is having an impact on the behaviour of motorists is apparent from recent research conducted by the AAA Foundation for Traffic Safety.

That study has been carried out among drivers of vehicles equipped with certain driver assistance systems - namely ADAS, which combines vehicle acceleration with braking and steering, and whose name suggests an 'automated' driving experience. It now appears that drivers who utilise such systems, tend to overlook safety restrictions; this despite the fact that the driver always bears responsibility for the vehicle they are driving, and must therefore always remain alert in order to be able to intervene if necessary.

ADAS Alliance

The ADAS Alliance consists of a core team, encompassing representatives of the RAI Association, the Ministry of Infrastructure and Water Management, ANWB, Aon, the BOVAG, the RDW and the Association of Insurers. In addition, the following organisations have joined: 123Ruit.nl, ABW Insurance, Achmea, Arcadis, ARN, Autotaalglas, Bosch, Carglass, CBR, Euro NCAP, Explora, Fleet Complete, Fleet360, FOCWA, Future Mobility Network, Municipality of Rotterdam, Municipality of Tilburg, Hastig, HELLA Benelux BV, Innovam, IVA, Keypoint, King Willem 1 College, Malin, Nav co, NKC, Open Claims, Pilkington Benelux AGR, PlanB Company, ProDrive Academy, Province of North Brabant/SmartWayz, Province of North Holland, Province of Overijssel, Rijkswaterstaat, ROF (Friesland), Royal HaskoningDHV, Safe Drivepod, Saint-Gobain Benelux, Secu Drive Training, SWOV, Syndesmo, TNO, TU Delft, TUE, Vaco, Association Business Riders, Road Safety Group NL, VMS Insight, VNA, VOC, VVCR and VWE.

Participants in the ADAS Alliance are currently working together on projects dealing with matters such as registration, calibration and the monitoring of the purchase and use of ADAS. More information can be viewed at: www.adasalliantie.nl.

Note to editors (not for publication)

For more information about the ADAS Alliance, please contact Paul Molenaar, Chairman of the ADAS Alliantie by e-mail(info@adasalliantie.nl) or by telephone (+31 6 229 777 50). Information can also be viewed at: www.adasalliantie.nl.

'The ADAS Dictionary' has been attached.