Toyota Reaches Key Landmarks on the Drive to Improve and Deploy Safety Technology That Reduces the Likelihood of Crashes

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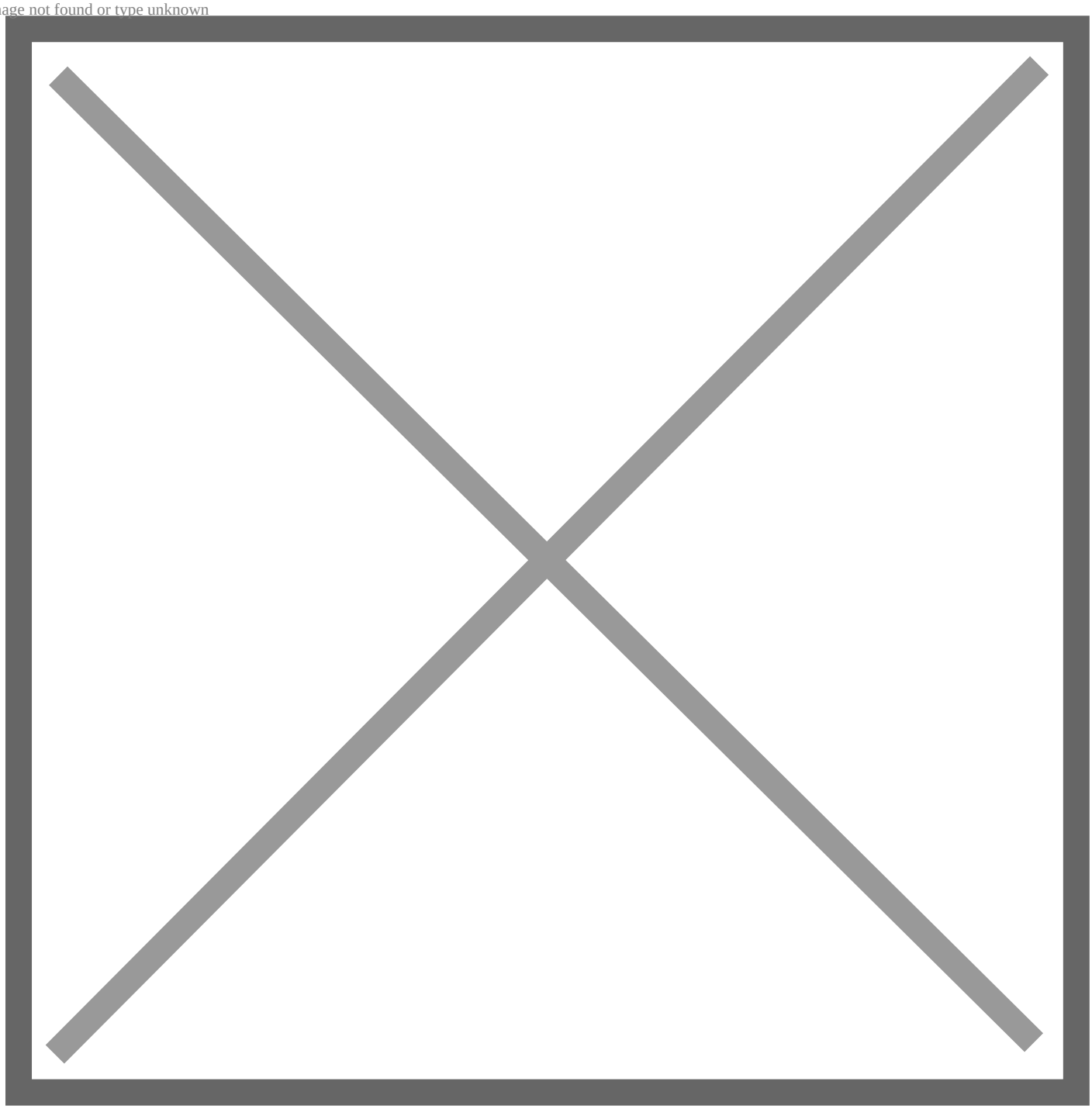

Developing and refining technology designed to reduce the likelihood and severity of crashes is only one step on the road to improved safety. Getting that technology into the hands of customers is also important. It's one of the reasons why Toyota was one of 20 automakers that entered into a voluntary agreement in 2016 with the National Highway Transportation Safety Administration (NHTSA) that requires Automatic Emergency Braking (AEB) on more than 95% of the vehicles an OEM builds by fall 2022.

As of fall 2020, Toyota was well ahead of schedule with 97% of our new vehicles sold in the U.S. equipped with AEB. More recently, we crossed another important milestone when we surpassed 10 million vehicles produced for N.A. equipped with either Toyota Safety Sense (TSS) or Lexus Safety System+ (LSS+) technology. In fact, from the beginning of September 2019 to the end of August in 2020, Toyota built more than 1.8 million vehicles equipped with AEB for the U.S. market – more than any other automaker.

The arrival of the 2022 Lexus NX in fall 2021marks another important milestone in the deployment of advanced safety technology. The next generation NX will be the first Lexus vehicle in the U.S. to feature LSS+ 3.0, an update that expands the system's capabilities to include new features like Intersection Assistance, Risk Avoidance Emergency Steer Assist and enhanced Left Turn Oncoming Vehicle Detection/Braking capability.

These new technologies are the latest in a long line of features designed to help reduce the frequency and severity of crashes. A recent study conducted by Impact Research looked at the effectiveness of AEB systems when it comes to reducing crashes. The results speak for themselves, as AEB-equipped vehicles were about 40% less likely to be the striking vehicle in a front-to-rear crash.

We continue to evolve TSS/LSS+ to help advance their capabilities and lead the industry toward the goal of a world without traffic fatalities. Our focus on advanced technologies helps inform our research and development of future automated vehicle features and mobility solutions are safe and work in harmony with humans and the surrounding environment.