



July 12, 2022

The Honorable Chris Holden
Chair, Assembly Appropriations Committee
California Capitol Building
Sacramento, CA 95814

Re: SUPPORT: SB 1398 (Gonzalez) Vehicles: Consumer Notices

Dear Assemblymember Holden,

On behalf of Chamber of Progress, a tech industry association working to ensure that all Americans benefit from technological leaps, I write in support of SB 1398 (Gonzalez). This bill seeks to strengthen consumer notices for new passenger vehicles equipped with a partial driving automation feature to reduce motor vehicle crashes.

This bill goes a long way in ensuring that vehicles are properly marketed by requiring consumer notices to describe the functions and limitations of partial driving features and by prohibiting manufacturers from using language that would lead a reasonable person to believe the vehicle would function as an autonomous vehicle.

Research by the RAND Corporation notes that at least 90% of car crashes are caused by human error, such as driving too fast and misjudging other drivers' behaviors, as well as distraction, fatigue, and alcohol impairment.¹ It follows that autonomous vehicles, which are not susceptible to those human factor errors, may save hundreds of thousands of lives over the long term.

As California leads in innovative autonomous vehicle technology, efforts to reduce traffic incidents involving autonomous vehicles and vehicles with partial driving automation should continue. We commend the author for addressing misleading marketing practices that are liable to contribute to future tragedies.

This bill will effectively implement guardrails to eliminate misleading marketing tactics which conflate advanced driver assistance systems (ADAS) with fully autonomous vehicles (AVs). Consumers' misunderstanding of ADAS and its capabilities can lead to fatal consequences.

¹Kalra, Nidhi and David G. Groves, The Enemy of Good: Estimating the Cost of Waiting for Nearly Perfect Automated Vehicles. RAND Corporation (2017) https://www.rand.org/pubs/research_reports/RR2150.html.

We support SB 1398 (Gonzalez) which aims to ensure that safety and consumer protections are not compromised, by ensuring that drivers are fully aware of the limitations of partial driving automation features.

For the reasons cited above, Chamber of Progress supports SB 1398 (Gonzalez) and requests an 'AYE' vote.

Sincerely,

A handwritten signature in black ink, appearing to read "Jamie Pascal". The signature is fluid and cursive, with the first name "Jamie" and last name "Pascal" clearly distinguishable.

Jamie Pascal
Director of Civic Innovation Policy
Chamber of Progress