

Strong demand for Advanced Driver Assistance Systems in India as road safety concerns rise: HERE Technologies survey finds

- **More than 50% of Indian** road users surveyed were involved in a traffic accident in the last two years.
- **80%** of two-wheeler riders feel unsafe on Indian roads.
- **91%** of respondents believe Advanced Driver Assistance Systems (ADAS) is key for road safety.
- **98%** of respondents express concerns about road safety.
- **82%** of Indian drivers sampled are willing to invest in ADAS-equipped vehicles, primarily by safety benefits.

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Delhi – [HERE Technologies](#), the leading location data and technology platform, today has released a new survey titled '**Safer cars, safer roads**', revealing increasing safety concerns over road safety in India and a growing demand for Advanced Driver Assistance Systems (ADAS).

Key highlights from the survey include:

High accident rates call for urgent safety measures

More than half (54%) of the respondents have been involved in a road traffic accident in the past two years. This alarming statistic underscores the critical need for both immediate and long-term road safety interventions in India.

Two-wheeler riders face the greatest risks

The findings highlight the risks faced by two-wheeler riders in India. Notably, 91% of respondents indicated they drive two-wheelers, and of those, 80% reported feeling unsafe on India's roads. This highlights the vulnerability of two-wheeler riders in India's chaotic traffic environment and aligns with India's National Crime Records Bureau data, which identifies two-wheelers as the most hazardous mode of transport, with a high rate of fatalities.¹

Perception vs. reality: A gap in road safety awareness

While 49% of respondents perceive Indian roads to be relatively safe, 98% acknowledge the risk of accidents. This stark contrast points to a gap between the perception and the reality of road safety concerns. The top three causes of accidents, according to survey respondents, were reckless driving behaviors, such as speeding and aggressive driving, followed by poor road conditions, including potholes and inadequate road signages, and distracted driving.

Strong support for ADAS, but adoption lags

The findings highlight that 91% of respondents believe ADAS is crucial for enhancing both road and driver safety, signaling a clear call from road users for more accessible and advanced vehicle safety technologies. However, nearly half of the respondents (49%) currently do not have ADAS-equipped vehicles. Even more striking, 82% of respondents indicated they would consider purchasing a vehicle that comes equipped with ADAS, reflecting a significant opportunity for automotive manufacturers to cater to the increasing demand.

Safety drives the ADAS purchase decision

Safety remains the primary reason for ADAS adoption, according to respondents, influencing 78% of potential buyers. Other factors such as technological reliability (58%) and ease of use (56%) also play a role. Interestingly, cost, brand of vehicle, and whether a vehicle is made in India were not as high in priority, in comparison to the safety and performance benefits ADAS offers.

Trust in automated technologies is growing

Lastly, the survey also revealed widespread acceptance of automated driving technologies in India. An overwhelming 87% believe that ADAS can significantly enhance road safety, and 79% trust these technologies to make safe decisions on the road. Respondents also expressed strong support for government involvement, with 87% wanting the government to consider ADAS when drafting future road safety standards.

Quotes

- **Mohit Sharma, Automotive analyst, Counterpoint Research:**
"India is facing a severe road safety crisis, with an alarming 53 road accidents and 19 fatalities occurring every hour across the country. The integration of ADAS technology can significantly reduce these fatalities by helping drivers minimize accidents. To achieve the government's goal of a 50% reduction in road accidents by 2030, it is essential for auto makers, policy makers and road safety organizations to work together and prioritize the implementation of these advanced safety technologies in vehicles."
- **Anuj Jain, Strategy & Business Development Lead at AWS Automotive & Manufacturing:**
"The future of transportation is rooted in innovative technologies that prioritize safety and boost operational efficiency. Advanced Driver Assistance Systems (ADAS) have the power to revolutionize the driving experience, ushering in a new era of safer and more secure roads. By harnessing location intelligence, ADAS can precisely map vehicle positions, help detect potential hazards and equip drivers to navigate complex situations with greater confidence. This results in fewer accidents and lives saved. Through our collaboration with transportation and automotive industry leaders like HERE Technologies, AWS is helping its customers accelerate the adoption and advancement of these transformative technologies, paving the way for a safer, more secure and efficient transportation ecosystem."
- **Abhijit Sengupta, Senior Director & Head of Business for Southeast Asia and India at HERE Technologies:**
"Our survey highlights growing road safety concerns in India at a critical time when both automakers and policymakers are recognizing the urgency of enhancing road infrastructure and technology to improve safety standards. Government initiatives aimed at boosting road safety, alongside the need to



support the efficient movement of goods on the logistics front, have made this a crucial time for change. While there is an overwhelming desire for Advanced Driver Assistance Systems (ADAS) for safer driving, many road users are still not driving ADAS-equipped vehicles, revealing a significant gap between awareness and adoption.

“HERE Technologies is committed to bridge this gap with location intelligence including real-time traffic, alternative route features and more to tackle challenges like wrong-side driving and traffic congestion for both everyday drivers and commercial transporters. Our efforts align with government initiatives and aim to shape effective safety standards in partnership with policymakers and automotive OEMs.”

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About ‘Safer cars, safer roads’

This survey was conducted in September 2024 via Pollfish and involved a representative sample of 1,300 road users across India. The aim is to gather comprehensive insights into road users' perceptions and experiences regarding road safety and appetite for Advanced Driver Assistance Systems (ADAS). The survey was designed to capture a diverse range of perspectives from various regions, driving habits and vehicle types to ensure a holistic understanding of the current state of road safety and the impact of ADAS technologies in India. The data collected provides valuable information to inform future strategies and innovations in enhancing road safety across India.

About HERE Technologies

HERE has been a pioneer in mapping and location technology for almost 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at here.com.

¹ [India has the highest number of road accident fatalities – but one man's determination has reduced that figure by 40%. Here's how. World Economic Forum, May, 2024](#)