

Vehicle Alerts Cause Most Complaints About Advanced Driver Assistance Systems, J.D. Power FindsEducating New-Vehicle Buyers About ADAS Technologies a Good Starting Place

TROY, Mich.: 3 Oct. 2024 – Advanced Driver Assistance Systems (ADAS) account for 12.8% of total new-vehicle problems with 24.9 problems per 100 vehicles (PP100), according to the J.D. Power 2024 U.S. ADAS (Advanced Driver Assistance Systems) Quality and Satisfaction Study,SM released today. Most notably, owners identify vehicle alerts as the top problem area of ADAS issues (9.0 PP100), and such problems have continued to grow during the past five years. A lower score reflects higher vehicle quality.

“The biggest issue consumers have with advanced driver assistance systems is that the alerts are annoying and bothersome,” said **Ashley Edgar, senior director of global automotive supplier benchmarking and alternative mobility at J.D. Power**. “As more technology is added to vehicles, manufacturers need to ensure that driver assistance systems are integrated in such a way that enhances safety without detracting from the overall driving experience. Additionally, dealer personnel should focus on educating new-vehicle buyers about the purpose of various ADAS technologies to increase comprehension and satisfaction.”

The U.S. ADAS Quality and Satisfaction Study, now in its third year, is based on responses from 99,144 purchasers and lessees of new 2024 model-year vehicles who were surveyed after 90 days of ownership. The study was fielded from July 2023 through May 2024.

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