

Car Accidents Caused by Sudden Unintended Acceleration compel Drivers to Anxiety, Dissatisfaction and Distrust

- 54% answered 'Sudden unintended acceleration can happen to me'
- 'DVR' is the only thing to rely on when it happens

The concern and feeling of helplessness of drivers over sudden unintended acceleration (SUA) have escalated to a dangerous level. They believe that there is sudden unintended acceleration which is unrelated to their intention and it is caused by the vehicle's defect. Moreover, they believe that there is a possibility of their falling into victim of sudden unintended acceleration but none of them expect that they would get help from anybody when it happens. Only the recording devices such as DVR (digital video recorder) and CCTVs are reliable to them. Measures to relieve drivers from anxiety, dissatisfaction and distrust caused by sudden unintended acceleration are required.

Marketing Insight, a research firm specialized in automotive industry, asked 1,207 automatic transmission vehicle owned drivers about sudden unintended acceleration in 2014 annual Automotive Syndicated Study. First question was about their experience, and the results show that very few drivers, 2% among the whole, had 'Actually experienced' a situation of assumed sudden unintended acceleration, and 6% had 'A similar experience while riding someone else's car.' [Table 1] This indicates that only a few people have experienced assumed sudden unintended acceleration or a similar case, as 92% of the whole answered 'No experience of it'.

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[Table 1] Customers' experience and attitude on sudden unintended acceleration

» Experience related to sudden unintended acceleration?		% 100
• Actually experienced it while driving myself	2	✓
• Something similar to it happened while riding a car	6	
• No experience	92	
» Any possibility of sudden unintended acceleration in your own car?		% 100
• Anytime it can happen	16	} 54%
• Chances are low, but it's certainly possible	38	
• Almost impossible	29	
• Absolutely not	5	
• Uncertain about it	13	
» To where lies the cause and responsibility of sudden unintended acceleration?		% Yes
• It occurs due to mechanical/electronic defect of vehicle	85	
• Most drivers who claim it are insisting it to cover up their mistakes	8	
• Automakers are aware of it yet don't admit it	83	
• The reason for all the lawsuits results related to it in favor of 'Driver's fault' is because the law is disadvantageous to drivers	90	

Most drivers believe sudden unintended acceleration can occur to them. When asked the possibility of 'Sudden unintended acceleration' while driving themselves, one out of six (16%) answered 'Anytime it can happen', and two out of five (38%) answered 'Chances are low, but there certainly is a possibility'. The majority of drivers (54%) are anxious about the fact that they can be a victim anytime. On the other hand, only 5% of them answered, 'Absolutely not'.

Most drivers believe sudden unintended acceleration actually exists, and consider its cause as 'Vehicle's mechanical/electronic defect (85%)' instead of 'Blaming on the defect of car to cover up their mistakes (8%)'. However, they think 'Automakers don't admit their fault (83%)' and 'The reason for all the verdicts of the lawsuits related to the accidents in favor of 'Driver's fault' is because the law is against the drivers in Korea (90%)'. This indicates that a vast majority regards the cause of sudden unintended acceleration is on the car, but drivers are accused as their own fault due to the unfavorable law to drivers.

The respondents were given 17 items to choose which one can be 'The most helpful' when they become a victim of an accident caused by sudden unintended acceleration. As a result, 'In-car DVR' ranked first as 43%, followed by 'In-car electric recording device (EDU, EDR) (22%),' 'CCTVs/witnesses around the site (10%),' 'Civil organizations related to sudden unintended

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acceleration (7%)' and 'Consumer advocacy organizations (5%)', in order [Table 2]. 75% of drivers selected devices which record the moment of the accident as the most reliable, and 12% of them selected civil consumer organizations.

[Table 2] What is the most helpful on an accident from sudden unintended acceleration

		%	
Recording device inside/outside the car	In-car DVR	43	75%
	In-car electric recording devices (ECU, EDR etc.)	22	
	CCTVs/witnesses around the site	10	
Civil consumer organizations	Civil organizations related to sudden unintended acceleration	7	12
	Consumer advocacy organizations	5	
Government/public institution	Government-funded research institutes such as KATRI	4	7
	Government-funded institutes such as KCA	1	
	Police	1	
	Judicial system/Lawyer	1	
	Ministry for National Development	-	
Press	Television broadcasting	2	2
	Newspapers	-	
	Automobile related media	-	
insurance companies	Auto insurance companies	2	
Internet	Internet auto clubs	1	1
	SNS such as Kakaotalk and Twitter	-	
Automakers	Automobile manufacturers	1	
Total		100	

Consumers regard not only automakers, which are considered to provide the cause of it, but also the government, the Judiciary, the Police, the press and insurance companies all as no help to them. Internet clubs and SNS which are valued as having powerful influence recently are also very far from helping them. These results show a harsh reality that Korean drivers have no one, no organization, law or system to rely on when they have unexpected accidents from sudden unintended acceleration.

In the view of drivers, it is clear that the cause of sudden unintended acceleration is the car itself. However, they are accused of causing a fault, and live in a place where no one can receive help from anyone even though they make an appeal of their false charge. It is very regretful, but the law and system cannot be much help, and DVR is the only thing they can expect a ray of hope. However, DVR hasn't officially been a help yet. Someday, and somewhere,

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the truth is bound to be revealed. When that day comes, there will be a severe inquiry for responsibility regard to the anxiety, dissatisfaction and distrust which consumers have endured.

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Marketing Insight Inc. has conducted 'Automobile Quality and Customer Satisfaction Study' in every July from 2002 to 2014 with 100k consumers. The study results had been announced as press releases from the end of Sep. every year. Also the results are utilized by domestic major automakers, auto-importers and automotive-related enterprises.

Media release contents and '[Korean Automobile Quality Report](#)' contents are listed on 'AutoInsight' (www.autoinsight.co.kr), which is 'Korean online automobile consumer reports' developed by Marketing Insight Inc., and '[Auto Column](#)' of Daum Automobile section. Especially, 'AutoInsight' provides 'One Page Report' feature than can compare consumers' product quality and service evaluations by model.

[Research design & outline]

- Research body: Marketing Insight(www.mktinsight.co.kr)
- Research type: Syndicated study
- Population: Nationwide Automobile user with e-mail account
- Survey period: July 2014
- Data collection method: Online e-mail survey
- Sample size: Total 101,821 respondents

The results of this report were excerpted and summarized from the results of 'Automobile Quality and Customer Satisfaction Study' conducted by Marketing Insight Inc. in every July since 2002.

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