



*Under embargo until Wednesday 23 July 2025*

## **Car safety features giving Aussie drivers the ick**

2025 AAMI Crash Index reveals why one in five Aussie drivers are turning them off!

- Drivers urged to switch on and study their safety features to avoid nose to tail crashes (#1 crash type nationally over the past decade)
- 31 years on the AAMI Crash Index continues to callout driver behavior to improve safety on Australian roads.

We all want safer roads, and modern cars are packed with high-tech features designed to prevent accidents and save lives - like automotive braking, lane assist, and all those clever parking alerts.

But what if those very features, meant to help protect us, are actually getting on our nerves?

The 2025 AAMI Crash Index dives deep into this very question - asking Aussie drivers about their experience with Advanced Driver Assistance Systems (ADAS), and the results were eye-opening: a surprising one in five admitted to turning these safety features off.

This comes as new claims data from AAMI - analysing more than 480,000 claims\* - found nose to tail crashes were the most common, with afternoons being the worst time of day.

### **"Too annoying, too distracting and all too much!"**

New AAMI Crash Index research released today shows one in five drivers confessed to disabling their car's safety features. This group of drivers also admitted to:

- Hitting the "off" button because they found safety features "annoying", "distracting", and "too sensitive" (69 per cent).
- Believing they "don't need" the assistance of in-car safety features (23 per cent).
- Concerns that they just "don't trust" the safety features (13 per cent).
- The safety features most commonly dialled down or turned off were; lane departure warning and lane keeping assist (45 per cent), adaptive cruise control (17 per cent), parking assist (17 per cent), automatic emergency braking (16 per cent) and forward collision warning (11 per cent).

### **BUT... we know it's good for us**

More than half of Aussie drivers (59% per cent) agreed safety features are proven methods for improving road safety, and that they reduce the severity and frequency of accidents.

AAMI's claims data supports this with insights from February 2024 through to February 2025 showing ADAS enabled vehicles (with autonomous braking) are less likely to be involved in an accident when compared to vehicles which do not have this technology\*.

When looking to purchase a new or second-hand car, the top safety features most important to all drivers are:

1. Reverse camera
2. Blind spot detection/monitoring
3. Parking assist



4. Automatic emergency braking
5. Adaptive cruise control

**Quotes attributable to AAMI Motor Prevention Manager Mary Kennedy:**

"In car safety features aren't just gadgets, they're designed to help protect us and make our roads safer. We should be embracing these features, not turning them off.

"Nose to tail collisions are the most common type of crash on our roads - they're expensive, occur frequently, but most importantly many are preventable.

"Many of the safety features drivers are turning off, like collision warning and automatic emergency braking, are really effective at preventing these types of crashes, along with many others including reversing into another vehicle or object such as a trolley or bollard.

"Drivers should understand and use these safety features to enhance their own awareness, reduce the risk of human error, and avoid getting into an accident in the first place.

"For more than three decades, the AAMI Crash Index has been educating drivers on the importance of using safe driving habits and avoiding those that lead to accidents. We know through our claims data that Friday continues to be the worst day of the week, and afternoons are the most dangerous time on our roads, which is why we are sharing these insights in the hope of creating safer roads for everyone."

[Ends]

**Notes to Editor**

Claims data collected from AAI Limited trading as AAMI. Data sourced from motor insurance claims from AAI Limited's portfolio of brands from 1 February 2024 to 28 February 2025

The research findings were compiled through a national survey with a representative sample of 2,007 Australian car drivers aged 18+ and was conducted by Pure Profile in June 2025 on behalf of AAMI.

State specific stats are available on request.

\*Claims insights from at fault drivers

**For more information please contact:**

Angela Wilkinson: E: [Angela.wilkinson@suncorp.com.au](mailto:Angela.wilkinson@suncorp.com.au) T: 0477 395 119

Melissa Cronin: E: [melissa.cronin@suncorp.com.au](mailto:melissa.cronin@suncorp.com.au) T: 0439 224 438