



U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

Administrator

1200 New Jersey Avenue, SE
Washington, DC 20590

March 15, 2016

Mr. John M. Simpson
Privacy Project Director
Consumer Watchdog
2701 Ocean Park Boulevard, Suite 112
Santa Monica, CA 90405

Dear Mr. Simpson:

Thank you for your letter to Secretary Foxx and Administrator Rosekind urging the National Highway Traffic Safety Administration (NHTSA) to institute a transparent process fully engaging the public in the agency's development of policy and safety standards related to autonomous vehicles. NHTSA is focused on researching advanced vehicle technologies, including fully autonomous automobiles.

Your suggestions fit well with our efforts to fulfill the agency's goals. NHTSA values transparency and leveraging the collective knowledge of stakeholder groups. During Secretary Foxx's January announcement outlining key 2016 objectives for the U.S. Department of Transportation, he discussed the Department and NHTSA working with industry, States, associations, and other stakeholders to develop operational guidance and State model policy for autonomous vehicles. We are enhancing our public engagement strategy and will announce specific details in the coming weeks.

We are encouraged by the potential of automated vehicle technologies to dramatically improve roadway safety. Nevertheless, your cautionary remarks are well received. The Department wants to enable the development and deployment of any technology that has the proven potential to save lives and make America's roads safer. Our responsibility is to make sure these life-saving automated functions are feasible *and* safe. Safety is always NHTSA's top priority.

A similar letter has been sent to each co-signer on your original letter. If I can provide further assistance, please feel free to contact me or Nathaniel Beuse, Associate Administrator, NHTSA's Vehicle Safety Research, at 202-366-4862.

Sincerely,

A handwritten signature in cursive script that reads "Mark R. Rosekind".

Mark R. Rosekind, Ph.D.