

# Safety Is Not for Sale

Improving the Accessibility and  
Affordability of Vital Safety Features

## Technology That Reduces Crashes and Injuries

<b>Forward Collision Warning Auto Emergency Brake</b>  <b>56% fewer</b> front-to-rear injuries	<b>Lane Departure Warning</b>  <b>21% fewer</b> injury crashes	<b>Blind-Spot Detection</b>  <b>23% fewer</b> lane-change injury crashes	<b>Driver Attention System</b>  <b>12,405 deaths</b> from distraction in 2021
<b>Drowsy Driving Alerts</b>  <b>664 deaths</b> from drowsy driving	<b>High-Performance Headlights</b>  <b>19% fewer</b> nighttime single-vehicle crashes	<b>Pedestrian Visibility</b>  <b>23% fewer</b> nighttime pedestrian crashes	<b>Post-Crash SOS Alert</b>  <b>1.6–3.3% fewer</b> fatalities yearly

Life-saving safety and driver assistance technologies are often only available on luxury models or sold as part of expensive add-on packages that include non-safety-related features, such as lavish moonroofs, leather upholstery, and heated seats. Bundling safety systems with non-essential luxury items makes vital safety technologies less accessible and affordable. Congress should pass a law making it unlawful for sellers of optional safety systems to bundle those systems with non-safety-related equipment.

## Advanced Driver Assistance Systems

Several novel, sophisticated technologies promise to dramatically improve roadway safety:

- Advanced Driver Assistance Systems (ADAS) – ADAS are suites of sensors and software that alert drivers to potential dangers and, in some cases, automatically steer or brake to mitigate or avoid collisions. Forward collision warning and automatic emergency brakes have been shown to reduce injuries associated with front-to-rear crashes by 56 percent. Lane departure warnings could reduce single-vehicle, sideswipe, and head-on crashes causing injury by 21 percent. Blind-spot detection has been shown to reduce lane-change crashes that result in injuries by 23 percent.
- Driver Monitoring – Driver monitoring systems use sensors and cameras to detect a driver's attentiveness and issue alerts prompting the driver to re-engage. Distracted driving [claimed](#) an estimated 12,405 lives in 2021. Drowsy driving [caused](#) 664 deaths that same year.
- Advanced Headlamps – Approximately half of traffic deaths occur in dark or twilight conditions. Innovative headlamp technologies can reduce glare and increase illumination of the roadway. Vehicles with [good ratings](#) for visibility in the IIHS headlight test have 19% fewer nighttime single-vehicle crashes and 23% fewer nighttime pedestrian crashes than vehicles with poor-rated headlights.
- Automatic Collision Notification – Automatic Collision Notification is a post-crash safety feature that automatically calls emergency services in the event of a crash. NHTSA [estimates](#) that such systems can reduce fatalities by 1.6 to 3.3 percent annually.
- Enhancing Vision – Some vehicles are equipped with cameras, enhancing visibility around the vehicle when parking or operating at low speeds. Such systems can prevent frontover crashes, in which pedestrians (typically children) obscured by the blind zone immediately in front of a vehicle are struck.

## Bundles

A 2020 Consumer Reports [analysis](#) found that safety systems are often only available on luxury versions of a vehicle model or bundled into packages with non-safety-related equipment, making these life-saving technologies less accessible and affordable for many Americans. Several manufacturers continue to engage in this practice, with bundles ranging from a few hundred to thousands of dollars (see Table 1).

## Recommendations

Congress should pass legislation establishing:

- Brightline requirement – A person offering an optional safety system for sale to a first purchaser must disclose and provide such system for purchase separately from non-safety-related equipment.
- Availability – Ensure that lifesaving features for a vehicle model are available for all vehicles within that model.
- Enforcement – Grant the Federal Trade Commission (FTC) and state attorneys general the authority to enforce a violation of the Act. After at least one Notice of Penalty Offenses, the FTC can seek civil penalties up to \$50,120 per violation.

Ford Escape® (MY 2025)	Model	Active™, ST-Line™, and ST-Line™ Select	ST-Line™ Select	ST-Line™ Elite and Platinum®		
	Bundle	Base Trim	Tech Pack #1	Tech Pack #2	Base Trim	Premium Technology Build
	Net Price Difference	—	\$995	\$3,700	\$2,115 - \$5,795	\$1,910
	Safety Features	—	—	—	—	—
	Adaptive Cruise Control™	Adaptive Cruise Control™	Adaptive Cruise Control™	Standard	—	—
	Evasive Steering Assist™	Evasive Steering Assist™	Evasive Steering Assist™	Standard	—	—
	Rear parking sensor	Rear parking sensor	Rear parking sensor	Standard	—	—
	Intersection Assist™	Intersection Assist™	Intersection Assist™	Standard	—	—
	Digital rear-view camera	Digital rear-view camera	Digital rear-view camera	Standard	—	—
	—	360-Degree Camera with Split View™	—	—	360-Degree Camera with Split View™	—
	—	Reverse Brake Assist™	—	—	Reverse Brake Assist™	—
	—	—	—	—	Head-Up Display™	—
	—	—	—	—	Front parking sensors	—
	Connected navigation	Connected navigation	Connected navigation	Standard	—	—
Non-Safety-Related Features	SYNC® 4 with enhanced voice recognition	SYNC® 4 with enhanced voice recognition	SYNC® 4 with enhanced voice recognition	Standard	—	—
	13.2" LCD capacitive touchscreen with swipe capability	13.2" LCD capacitive touchscreen with swipe capability	13.2" LCD capacitive touchscreen with swipe capability	Standard	—	—
	—	—	10-way power driver seat	—	10-way power driver seat	—
	—	—	6-way power passenger seat	—	6-way power passenger seat	—
	—	—	B&O® Sound System by Bang & Olufsen®, 10-speakers including subwoofer	—	B&O® Sound System by Bang & Olufsen®, 10-Speakers including Subwoofer	—
	—	—	HD Radio™	—	HD Radio™	—
	—	—	Instrument Panel Cluster – 12.3" Digital Productivity Screen	—	Instrument Panel Cluster – 12.3" Digital Productivity Screen	—
	—	—	Memory package: driver's seat and driver/front passenger sideview mirrors	—	Memory package: driver's seat and driver/front passenger sideview mirrors	—
	—	—	Wireless charging pad	—	Wireless charging pad	—
	—	—	—	—	ActiveX® trimmed seats with quilting design and mini-perforation	—

Honda CR-V® (MY 2025)	Model	LX	EX	EX-L
	Net Price Difference	\$—	\$2,230	\$4,480
	Safety Features	—	Blind Spot Information System®	Blind Spot Information System®
	Non-Safety-Related Features	—	Cross Traffic Monitor™	Cross Traffic Monitor™
	—	—	Parking sensor (front/rear)	—
	—	—	Low-Speed Braking Control	—
	17" in steel with covers	18" silver-painted alloy wheels	18" silver-painted alloy wheels	—
	—	One-touch power moonroof with tilt feature	One-touch power moonroof with tilt feature	—
	Power windows with auto up/down driver windows	Power windows with auto up/down driver and passenger windows	Power windows with auto up/down all windows	—
	Automatic Climate Control System	Dual zone automatic climate control system	Dual zone automatic climate control system	—
	—	Illuminated drivers' and front passenger's vanity mirrors	Illuminated drivers' and front passenger's vanity mirrors	—
	—	Heated front seats	Heated front seats	—
	—	Driver's seat with 10-way power adjustment, including 2-way power lumbar support	Driver's seat with 10-way power adjustment, including 2-way power lumbar support, with two-position memory	—
	160-watt audio system with 4 speakers	240-watt audio system with 6 speakers	320-watt audio system with 8 speakers	—
Non-Safety-Related Features	7.0-in TFT meter display	7.0-in TFT meter display	10.2 in. digital instrument cluster	—
	—	—	Leather-wrapped steering wheel and shift knob	—
	—	—	Leather-trimmed seats	—
	—	USB charging ports – rear seats	USB charging ports – rear seats	—

Toyota Corolla® (MY 2025)	Model	LT	SE	XSE
	Net Price Difference	—	\$2,440	\$3,275
	Safety Features	Blind Spot Monitor with Rear Cross-Traffic Alert	Standard	Standard
	Pre-Collision System with Pedestrian Detection	Standard	Standard	Standard
	Lane Tracing Assist™	Standard	Standard	Standard
	Full-Speed Range Dynamic Radar Cruise Control™	Standard	Standard	Standard
	Lane Departure Alert with Steering Assist	Standard	Standard	Standard
	Automatic High Beams	Standard	Standard	Standard
	Road Sign Assist™	Standard	Standard	Standard
	8-in. Toyota Audio Multimedia™ touchscreen with six speakers	8-in. Toyota Audio Multimedia™ touchscreen with six speakers	10.5-in. Toyota Audio Multimedia™ touchscreen with six speakers	—
	Normal and Eco driving modes	Normal, Sport, and Eco driving modes	Standard	—
	16-in. steel wheels with covers	18-in. alloy wheels with graphite-colored finish	Standard	—
	—	Single exhaust with dual chrome tips	Standard	—
	—	Gray metallic sport side rocker panels and color-keyed rear spoiler	Gray metallic sport side rocker panels and rear spoiler	—
Non-Safety-Related Features	—	—	Heated driver and front passenger seats	—
	Tilt/telescopic 3-spoke steering wheel with audio	Leather-trimmed tilt/telescopic 3-spoke steering wheel with audio	Leather-trimmed tilt/telescopic 3-spoke steering wheel with paddle shifters and audio	—
	Multi-Information Display	Standard	Standard	—
	Hands-free phone	Standard	Standard	—
	Voice-command	Standard	Standard	—

2026 GMC Sierra 1500	Model	Pro RWD	SLE RWD	Elevation RWD
	Net Price Difference	—	\$7,100	\$8,900
	Safety Features	—	Trailer side blind zone alert	Standard
		Forward collision alert	Standard	Standard
		Front and rear park assist	Standard	Standard
		Rear cross traffic braking	Standard	Standard
		StabiliTrak®, electronic stability control system with traction control	Standard	Standard
		—	Rear pedestrian alert	Standard
		Lane keep assist	Standard	Standard
	Non-Safety-Related Features	—	—	Wireless charging
		—	Rear under-seat storage	Standard
		—	—	Bose® premium sound system
		—	13.4" diagonal multicolor reconfigurable Infotainment	Standard
		—	Heated steering wheel	Standard
		—	Heated driver and front outboard passenger seats	Standard
		3 Years SiriusXM®	Standard	Standard
		—	HD Surround Vision™	Standard
		Inside rearview auto-dimming mirror	Standard	Standard
		All-weather floor liners	Standard	Standard

2025 Jeep® Grand Cherokee®	Model	Laredo A	Limited	Summit Reserve
	Net Price Difference	—	\$6,310	\$25,945
	Safety Features	Active™ lane-management system	Standard	Standard
		Blind-spot and cross-path detection	Standard	Standard
		Full-speed forward-collision warning plus	Standard	Standard
		ParkSense® rear park-assist with stop	Standard	Standard
		—	—	Side distance warning
		—	—	Intersection collision-assist system
		—	—	Drowsy driver detection
	Non-Safety-Related Features	Premium cloth seats	Capri leatherette-trim interior with heated front- and second-row seats and a heated steering wheel	Palermo leather seats with heated front and second-row seats and a heated steering wheel
		Uconnect® 5 with an 8.4-inch touchscreen	Uconnect® 5 with an 8.4-inch touchscreen	Uconnect® 5 Nav with 10.1-inch touchscreen
		—	Six-speaker premium audio system with active noise cancellation	19-speaker high-performance audio
		—	Illuminated cupholders	Standard
		—	Deep-tint privacy glass	Standard
		—	—	Dual-pane panoramic sunroof
		8-way power driver seat	8-way power driver and front passenger seats	16-way adjustable power front seats with memory and massage
		17-inch x 6.5-inch fully painted alum wheels	18-inch x 8-inch polished / painted alum wheels	21-inch x 9-inch machined face/painted alum wheels
		—	—	Ventilated front and rear seats
		4G LTE Wi-Fi® hot spot	Standard	Standard

Ram® Trucks Ram 1500®	Model	2026 Ram 1500® Tradesman® Quad Cab®	2026 Ram 1500® Rebel® Crew	2026 Ram 1500® RHO Crew Cab
	Net Price Difference	—	\$23,715	\$31,765
	Safety Features	—	—	Intersection collision-assist system
		—	—	Traffic sign recognition
		—	—	Surround-view camera system
		—	—	Drowsy driver detection
		—	—	Selec-Speed™ control
		—	—	Selec-Speed™ control
		—	—	Evasive Steering Assist™
	Non-Safety-Related Features	—	—	Head-Up display
		—	Driver-seat memory	Driver-seat memory
		—	Heated second-row seats	Heated second-row seats
		—	—	Massaging driver and front passenger seat
		—	Ventilated front seats	Ventilated front and rear seats
		—	—	Uconnect® 5 Nav with 14.4-inch touch screen display
		—	—	Front passenger interactive display
		—	19-speaker Harman Kardon® premium sound	19-speaker Harman Kardon® premium sound
		—	Dual wireless charging pad	Dual wireless charging pad
		—	Power adjustable pedals with memory	Power adjustable pedals with memory

Tesla® Model Y® (accessed 12/19/25)	Model	Standard (Rear-Wheel)	Premium (All-Wheel)	Performance (All-Wheel)
	Net Price Difference	—	\$9,000	\$17,500
	Safety Features	Traffic-aware cruise control	Standard	Standard
		—	Autosteer™	Standard
		Auto emergency braking	Standard	Standard
		Forward collision warning	Standard	Standard
		Blind-spot collision warning	Standard	Standard
		Lane departure avoidance	Standard	Standard
		—	—	—
	Non-Safety-Related Features	—	FM radio	Standard
		—	8" second-row touchscreen	Standard
		—	Customizable ambient lighting	Standard
		Manual-adjust steering wheel	Power-adjust steering wheel	Standard
		Second-row manual air vents	Second-row touchscreen air vents	Standard
		First-row heated seats	First-row heated and ventilated seats	First-row heated and ventilated sport seats with power tilt and thigh extension
		Passive shock absorbers	Frequency dependent shock absorbers	Electronic continuously variable shock absorbers
		—	—	Drive modes
		15.4" first-row touchscreen	15.4" first-row touchscreen	16" first-row QHD touchscreen
		7 speakers	15 speakers, 1 subwoofer	Standard



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