

Radar-based safety technologies such as advance collision warning and blind-spot detection are becoming increasingly common vehicle options. But suppliers and automakers are still evaluating consumer demand and seeking the best way to deliver those technologies to the driver.



About 5% of the vehicles sold in North America now include electronic sensor safety features. The market for the technology is expected to grow rapidly because, effective with the 2011 model year, NHTSA has made collision warning and lane-departure alert part of the New Car Assessment Program requirements for a five-star safety rating.

GM offers a radar-based blind-zone alert on all full-sized SUVs as well as the Cadillac STS and DTS and Buick LaCrosse and Lucerne sedans. When a passing vehicle enters a car's blind zone, the driver is alerted with an amber icon in the side view mirror.

Driver acceptance of radar safety systems also varies by market.

In Europe, Lane Change Assist is a popular feature; here, less in US.

In US, Blind Spot Detection and Cross Traffic Alert are very popular, but less valued in Europe.