



# COST/PRICE COMPARISON OF VEHICLE TECHNOLOGIES



## Life-Saving Examples\*

Estimated costs to industry  
if sold as standard equipment

<b>Electronic Stability Control</b>	<b>\$200</b>
Improves control of vehicle for SUVs, light trucks and vans	
<b>Window Curtain Airbags</b>	<b>\$ 76</b>
Provides head protection in side crashes and (with additional sensors) in rollover crashes	
<b>Advanced Window Glazing</b>	<b>\$ 50</b>
Prevents ejection from vehicle in a crash	
<b>Safety Belt Pretensioners</b>	<b>\$ 17</b>
Takes slack out of seat belt system at start of crash to protect occupants	
<b>Stronger Roof Systems</b>	<b>\$ 20</b>
Prevents roof crush in rollover crashes	
<b>Power Window Reverse</b>	<b>\$ 8</b>
Automatically stops power windows from closing when an object is in the way	
<b>Vehicle Safety Label</b>	<b>1¢</b>
Informs buyers about the safety performance of new vehicles in government crash tests	

## Leisure Examples

Market prices for consumers to  
purchase as optional equipment

<b>\$1,295 - 2,097</b>	<b>DVD System</b>
<b>\$700 - 1,595</b>	<b>Moon/Sun Roof</b>
<b>\$695 - 1,089</b>	<b>Chrome Wheels</b>
<b>\$645 - 895</b>	<b>Seat Warmers</b>
<b>\$295 - 867</b>	<b>Quality Stereo</b>
<b>\$250 - 499</b>	<b>Rear Spoiler</b>
<b>\$325 - 346</b>	<b>Satellite Radio</b>

\*The information in this chart is derived from motor vehicle industry and consumer publications, Internet websites, government and other sources. The cost of life-saving technologies reflect estimated production costs as standard equipment, calculated by dividing known industry cost for production as optional equipment by .5 -- to account for savings from economies of scale of mass production -- a factor derived from comparing industry cost estimates for optional equipment with cost figures from the National Highway Traffic Safety Administration for standard equipment based on mass production of 300,000 vehicles.



**ADVOCATES  
FOR HIGHWAY  
AND AUTO SAFETY**