

AUTOMOTIVE

## Jaguar supports pedestrian safety with audible tech

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*Image credit: Jaguar*

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By SARAH RAMIREZ

British automaker Jaguar is making a push for accessibility by developing a solution to an emerging problem created by the rise of quieter electric cars.

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Despite the environmental benefits associated with electric vehicles, the faint noise made by the motors makes it more difficult for the visually-impaired to be aware of cars approaching while they are near roadways. Jaguar worked with the United Kingdom's Guide Dogs for the Blind to develop a warning system for pedestrians that works with its nearly-silent I-Pace.

### Safety efforts

Visually-impaired and blind pedestrians have relied on the noise made from cars' combustion engines to be aware when they are interacting with traffic. Jaguar, like all automakers who manufacture electric vehicles, needed to find a way for the I-Pace to warn vulnerable populations while driven at low speeds.

Starting in July 2019, European legislation will require that all electric vehicles make at least 56 decibels while driven at speeds of 12 mph, or 20 kmh, and below. Jaguar's new system exceeds that standard.

*Jaguar engineers have developed a unique Audible Vehicle Alert System for its EV*

Engineers from Jaguar worked for four years to develop the I-Pace's Audible Vehicle Alert System. An earlier iteration had sounds inspired by science fiction aircrafts, but was dismissed when pedestrians looked at the sky instead of the road in testing situations.

To better explain the evolution of the technology, Jaguar released a video with a technical specialist and representatives from Guide Dogs for the Blind.



*Image credit: Jaguar*

The final acoustic solution is emitted from a speaker in the I-Pace's front grille and cannot be disengaged. The pitch and volume adjust according to the car's speed, and the tone changes when the car changes direction as well.

#### Auto adaptation

Recently, the British automaker has doubled-down on automotive accessibility.

Jaguar Land Rover pointed to the potential of autonomous vehicles for wounded veterans with a driving experience ahead of the Invictus Games Sydney 2018.

The automaker let wounded warriors take a ride in a self-driving Range Rover Sport, getting their perspective on their needs for the technology. As autonomous driving becomes an increasingly nearer future, Jaguar Land Rover is looking to ensure that all passengers can use self-driving cars to get around ([see story](#)).

Its first all-electric car, Jaguar has been making a significant marketing push with the I-Pace.

Following months of campaigns and stunts surrounding the I-Pace, Jaguar is hosting pop-up exhibits in the top EV markets throughout the nation. By bringing the I-Pace directly to potential drivers in an engaging exhibit, Jaguar has an opportunity to clarify misconceptions that still surround electric vehicles ([see story](#)).

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