MADD IMPAIRED DRIVING ENDS HERE.

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HALT Drunk Driving Law:

THE SOLUTION TO END DRUNK DRIVING

Since 2019, drunk driving deaths have skyrocketed by 22%, with more than 12,000 people killed and nearly 400,000 injured every year.

Anti-Drunk Driving Technology Will Stop These Preventable Deaths

- In 2021, Congress passed the bipartisan Honoring the Abbas Family Legacy to Terminate (HALT) Drunk Driving Act (Section 24220 of PL 117-158) as part of the Infrastructure Investment and Jobs Act (IIJA).
- The law directs the National Highway Traffic Safety Administration (NHTSA) to create a rule, or Federal Motor Vehicle Safety Standard (FMVSS), requiring all new passenger vehicles to have built-in technology to prevent drunk driving.
- Issuance of an FMVSS will be a game changer. Integrating passive anti-drunk driving technology into every new car will save more than 10,000 lives each year, according to the Insurance Institute for Highway Safety.
- The HALT Drunk Driving Law is not tied to a specific technology; Congress recognized the potential for multiple industry-developed solutions to compete for standardization.

What is Anti-Drunk Driving Technology?

- Anti-drunk driving technology is NOT a breathalyzer or ignition interlock device. The technology is "passive," which means it operates without driver engagement, seamlessly ensuring a normal driving experience — except for those attempting to drive drunk.
- Technologies developed by the auto industry include breath-based, touch-based, and tracking eye movement for alcohol impairment. If the driver is intoxicated, the technology will not allow the vehicle to move. MADD does not have a preference regarding the type of technology.

The technology will not impact individuals who are sober.

Is the technology ready?

- General Motors CEO Mary Barra confirmed in 2023 that the auto industry is working on anti-drunk driving technology: "We've been working with regulators on that… that's technology that's coming that I think is going to be good for everyone," she said at an event hosted by the Economic Club of Washington, D.C.
- The U.S. government and auto industry have invested over $100 million* since 2008 in the Driver Alcohol Detection System for Safety (DADSS) to develop passive breath- and touch-based alcohol detection. The breath-based design package was provided to automakers in 2025 for integration into new vehicles.
- Auto supplier Seeing Machines announced in September 2025 that their Driver Monitoring System can detect driver alcohol impairment in addition to distraction and drowsiness.
- The Insurance Institute for Highway Safety (IIHS) announced in September 2025 that impairment detection will be added to its "Top Safety Pick+" award criteria for new vehicles in the coming years.
- The European New Car Assessment Programme (Euro-NCAP) will begin awarding safety rating points for impairment detection in mid-2026.
- Several auto suppliers are developing or have existing technologies that detect impairment through breath- and touch-based systems and eye movement tracking, including DYM Sense, Smart Eye, Magna, CorrActions and Valeo.

**According to IIJA Section 24103: not more than $26,560,000 for 2017 through 2021; and not more than $45,000,000 for 2022 through 2025. Approximately $27.7 million invested prior to 2017, according to Congressional testimony.*

How much does it cost?

- The cost is negligible and will not meaningfully increase the cost of new vehicles.
- Integrating impairment detection into existing Driver Monitoring Systems requires a low-cost, over-the-air- software upgrade to existing hardware, similar to adding an app to a smart phone, for as little as single digit dollars per vehicle.

DID YOU KNOW?
Impaired driving crashes cost hundreds of billions of dollars a year – **NHTSA estimates** the societal costs of alcohol-impaired driving was $296 billion in 2019.

- The DADSS breath-based system is estimated to cost $150 to $200 initially and decrease as manufacturing ramps up.

What about driver privacy?

- No matter which technology or technologies are ultimately selected, Congress, NHTSA, and various stakeholders have all acknowledged the importance of safeguarding privacy and ensuring consumer acceptance.
- NHTSA has publicly acknowledged the need for privacy to be protected, and the traffic safety community agrees.
- The only purpose of the anti-drunk driving technology is to prevent deaths and injuries caused by drunk driving.
- Anti-drunk driving technology is a prevention feature to protect the public and not a tool for law enforcement or the government.
- MADD does NOT support a system that collects, stores, or sells driver data.