

## Comment from Katie Caldwell

Hello,

I am writing because I am currently working on a market research project that may be of interest to NHTSA. I am a Senior Market Analyst and Masters Degree student.

I getting ready to field my capstone project, a 1,000-person research study with consumers in the US. My study focuses on consumer opinion on the possibility of camera monitoring systems replacing exterior rear-view mirrors. Magna International, a Tier 1 supplier, is funding this research.

Survey topics include: barriers to adoption, drivers of adoption, adoption likelihood (under different circumstances), willingness to pay, etc. I will also be creating unique personas to describe the opinions of different types of consumers.

I came across the article that said you were collecting comments regarding this topic, so I thought I would reach out. I am happy to share my results once the study is complete in about one month.

Please let me know if anyone at NHTSA would like to get in touch; I think my results will supplement your research very well.

Katie Caldwell  
katie.caldwell5@gmail.com