

# Tesla's biggest hater airs Super Bowl ad against FSD

The Dawn Project, a safety advocacy group, is taking its campaign to the Super Bowl to ban Tesla's Full Self-Driving (FSD) system.

The 30-second commercial highlights a number of purported serious safety faults in Tesla FSD, the automaker's advanced driver assistance system, and is being broadcast to millions of football fans in Washington, D.C., as well as state capitals like Austin, Tallahassee, Albany, Atlanta, and Sacramento (ADAS).

FSD is not fully self-driving, but it can perform some automated driving tasks such as navigating city streets and highways without driver input. The \$15,000 system isn't perfect, and drivers must be ready to take over if the system malfunctions or encounters something it can't handle. Several accidents have been reported while Autopilot, Tesla's lower-level ADAS, was engaged. As a result, Tesla has been chastised, investigated, and sued for misleading consumers about the capabilities of its automated driving systems.

This latest criticism comes as Tesla has recently released its latest version of FSD to approximately 400,000 drivers in North America, reigniting safety concerns about the system. A Tesla engineer testified last month that a 2016 demo in which the company claimed its car could drive itself was staged.

The Dawn Project claims that Tesla's "deceptive marketing" and "woefully inept engineering" endangers the public, and urges the National Highway Traffic Safety Administration and the Department of Motor Vehicles to disable FSD until all safety flaws are addressed.

Dan O'Dowd, the Dawn Project's founder, is also the CEO of Green Hill Software, which develops operating systems for embedded safety and security systems, as well as its own automated driving systems. This fact both validates the organization's potential subject matter expertise and establishes Green Hill as a competitor to Tesla's FSD.

After The Dawn Project aired a commercial last summer depicting a Tesla Model 3 striking four different child-sized mannequins while driving a test track in California, Tesla issued a cease-and-desist letter to the organization. The letter refuted all of the campaign's claims, reaffirmed Tesla's commitment to safety, and called The Dawn Project's methodology into question.

Tesla supporters rushed to defend the technology, including one investor who used his own child to test the FSD beta. O'Dowd offered to conduct the test in person with Musk and other critics to demonstrate the accuracy and methodology of his tests.

"Tesla continues to prioritize features and marketing gimmicks over critical safety defects," O'Dowd said in a statement.

It is clear that Tesla's priorities are incorrect, and it is time for the regulator to intervene and turn off the software until all of the issues we have identified are resolved."

Tesla has not publicly responded to the Super Bowl ad, but CEO Elon Musk responded to a tweet featuring the ad with the emoji Rolling on the Floor Laughing. Tesla's public relations department was disbanded in 2020, so TechCrunch was unable to obtain a comment.

In addition to the Super Bowl ad, The Dawn Project will run full-page ads in Politico and additional TV ads in Washington, D.C., "where regulators are located," calling for FSD to be disabled until critical safety flaws are fixed.

Visit [Realclobber](#) for the latest and greatest news and blogs.