

The raw truth of distracted driving.



WHAT IS DISTRACTED DRIVING?

Detracts the attention of the driver (i.e., talking, eating, drinking, mobile device use, grooming, using a navigation system)

660,000 Drivers are using mobile devices



DISTRACTION RECOVERY TIME

4.5 seconds to read or send a text

27 seconds to regain full alertness after the use of mobile device even if hands-free



MORE INJURIES MORE FATALITIES

3,477 deaths in 2015 due to driver distraction

26% of all car crashes involved mobile phones

78% of all crashes due to driver distraction



THE REAL COSTS

\$8.2B in crash costs to employers

Potential Losses: Injury, Death, Property Damage, Litigation

Know what your business can do.

Take a stand against distracted driving by implementing a Company Policy. Remember, you are liable for your employees' conduct while they operate your company vehicle. Don't be part of the problem. Be part of the solution! Have your employees take the pledge to be mobile device free while on the road.

Contact your FCCI Risk Control Consultant for more details.

Resources: www.NHTSA.gov, Network of Employers for Traffic Safety, AAA Foundation

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