



Avoid the Dash to the Dashboard

Dashboard infotainment systems allow drivers to stay connected. But just because we can do something, **DOESN'T MEAN WE SHOULD.**



IT'S MORE DISTRACTING THAN YOU THINK

Drivers talking on handheld or hands-free devices can **FAIL TO SEE 50% OF THEIR SURROUNDINGS**

80% OF DRIVERS MISTAKENLY BELIEVE hands-free devices are safer than handheld

MORE THAN 30 STUDIES show hands-free devices don't make drivers any safer – the brain remains distracted by the conversation

53% OF U.S. DRIVERS believe hands-free devices must be safe if built into vehicles



CONVERSATIONS WITH OUR CARS

Hands-free features in dashboards can **increase mental distraction**

INFOTAINMENT IS ABOUT CONVENIENCE – NOT SAFETY

The following actions don't make us safer drivers:

- Talking on the phone
- Checking email
- Posting a social status
- Ordering take-out

Studies show using voice to text is **MORE DISTRACTING THAN TEXTING** by hand.

You: "Text Mike."
 Car: "Begin Speaking."
You: "Thanks Mike, your order arrived yesterday."
 Car: "Thanks Nike, Yoder arrived yesterday."
You: "Cancel! Text Mike."

Vehicle technologies should prevent crashes, not increase their likelihood.

Sources: National Safety Council, Texas Transportation Institute, AAA Foundation for Traffic Safety