



# Gus Gizmo

## There Goes Gus Gizmo!

Gus Gizmo is busy today. Of course, he is busy every day. But, hey, no problem - Gus has all the latest toys to help him do eight things at once. His pride and joy is the newest cell phone on the market. He has a global positioning system (GPS) that gives him directions to his next stop, a hands-free device so he can talk on the phone and keep his hands on the wheel and also check and respond to e-mails. It includes easy Internet access so he can take care of mundane business such as checking stock values during his long commute.

What are the odds Gus will get in a crash today while he's multitasking his way down a busy road? While talking on the phone, he is actually four times as likely to crash and it doesn't matter that he's using a hands-free device. The risks of talking and crashing are the same as those of using a handheld phone. His odds of crashing while emailing and texting or checking stocks are much, much higher. In fact, fatal crashes have happened when adult working drivers were doing exactly that – it's not just text messaging teens who are at risk.

Gus is one of the millions of drivers who have the high-tech tools enabling him to be on the road and in the office at the same time. This is a group of drivers that safety experts and employers have been very worried about. Gus's gizmos are distracting him from driving his vehicle safely. They are:

- Taking his eyes off the road—a visual distraction

- Taking his mind off the road—a cognitive distraction

- Taking his hands off the wheel—a manual distraction

Gus has either forgotten or is unaware that driving requires his full attention to the road and its possible hazards. He's looking away from the road for 4.6 seconds out of every 6 seconds while texting. At 55 mph, 4.6 seconds is enough time for Gus to travel the length of an entire football field plus two end zones.

Driving is a risky activity. Each year, more than 35,000 people are killed in motor vehicle crashes and more than 2 million people are injured.

We are concerned for the safety of our employees. As a result, our company will be implementing a new cell phone and driving policy prohibiting the use of cell phones while driving – hands-free or handheld.