



Avoid the Dash to the Dashboard

DASHBOARD TOUCHSCREENS CREATE **DANGEROUS DISTRACTIONS FOR DRIVERS**... TOO HIGH A PRICE FOR THE CONVENIENCE THEY OFFER.



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 DRIVERS believe hands-free features must be safe if built into vehicles

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

TOUCHSCREENS ARE ABOUT CONVENIENCE – NOT SAFETY

These common tasks should never be done while driving:

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



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.

Learn more at: nsc.org/justdrive

