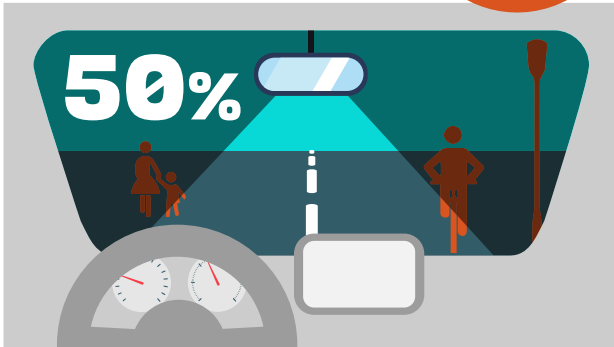




THE HANDS-FREE MYTH

80% of drivers mistakenly believe hands-free is safer than handheld (after all, they're built into many cars).

80%

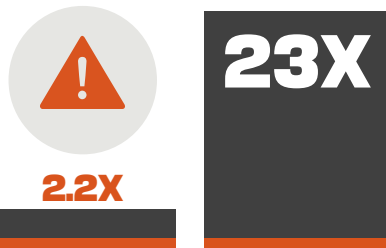


EVEN WITH a HANDS-FREE DEVICE, drivers talking on their phones miss seeing up to 50% of their surroundings, including pedestrians, red lights, other drivers and bicyclists.

Source: National Safety Council

A DANGEROUS HABIT

Texting while driving **INCREASES YOUR CHANCE OF AN ACCIDENT BY 23 TIMES**, even if the accident isn't caused by you.



Just talking on the phone? **You're still 2.2 times more likely to crash.**

Source: TeenSafe

TROUBLESOME TEXTING

77%

A disturbing 77% of adults and 55% of teenagers say they can "easily manage" texting and driving.

In the time it takes to send the average text message (5 seconds), a driver traveling at 55 mph covers the length of a football field.



THAT'S 100 YARDS
THAT A DRIVER'S EYES ARE OFF THE ROAD.



Think you're fine texting only at stop lights? A recent study shows that **people are distracted up to 27 seconds** after they finish sending a text.



1 OUT OF EVERY 4 TRAFFIC CRASHES that occur in the U.S. are caused by cell phone usage.

Source: TeenSafe

DISTRACTED DRIVING EPIDEMIC

Nearly 90 percent of drivers admitted to using smartphones on the road.



At any given daylight moment, **660,000 drivers** are using cell phones or electronic devices.

Source: TeenSafe & ZenDrive

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