



## 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

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

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Learn more at: **[distracteddriving.nsc.org](http://distracteddriving.nsc.org)**



53% OF U.S. DRIVERS

believe hands-free devices must be safe if built into vehicles

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

Vehicle technologies should prevent crashes, not increase their likelihood.

CONVERSATIONS WITH OUR CARS

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."

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