

## Why Convenience Can = Dangerous

- **Myth:** 50% of respondents in a National Safety Council survey said they believe infotainment systems in today's vehicles are safe
- **Fact:** AAA found drivers engaged in voice tasks can remain distracted for as long as 27 seconds after they finish a task



### Driver Distraction: Two Important Facts

- **7% of all drivers** at any given time are using their phones while driving
- Drivers talking on phones, handheld or hands-free, miss seeing up to **50% of what is around them**, including other drivers, pedestrians and bicyclists



**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

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 Mike, your order arrived yesterday."  
**You:** "Cancel Text Mike."

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