

Distracted Driving – Look for what's coming!



For more information, please contact:

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What is Distracted Driving

Distracted Driving – the act of operating a vehicle without your full attention focused on the physical, mental and psychological demands of driving.

Many things can distract a driver's attention from the road, from bad weather to billboards to the ring that signals an arriving call, email or text.

Driver Distractions fall into three categories:

- Visual
- Manual
- Cognitive

Some activities, such as sending a text while driving, involves all three, making this behavior extremely risky.



National Statistics

- National Distracted Awareness Month (National Highway Traffic Safety Administration (NHTSA))
 - 2009 – 5,474 were killed, 450,000 injured due to distracted driving
 - 2010 – more than 3000 killed
 - Largest demographic, drivers under 20
 - 16% of all fatal crashes in this group were related to distracted driving
 - 20% of all injury crashes involved distracted driving
- 35 states and DC, have some sort of law banding cell phone use
- 40% of all American teens say they have been in a car when the driver used a cell phone in a way that put people in danger.
- Drivers who use hand-held devices are 4 times more likely to get into crashes serious enough to injure themselves
- Text messaging creates a crash risk 23 times worse than driving while not distracted.
- Using a cell phone (hand held or hands free) delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent.
- Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds, the equivalent-at 55MPH – of driving further than the length of a football field (371ft.)
- Driving while using a cell phone reduces the amount of brain activity associated with driving by 37%.

New Driver Report

- AAA Report (UNC Report found similar findings)
 - 50 families with drivers under 20
 - Video recorded by triggering events
- Main Causes
 - Cell phone and Texting
 - Adjusting controls, eating or drinking, horseplay, loud conversations
- Demographics
 - Age 16 (63%), Age 17 (17%), Age 18 (19%)
 - 69% female
 - 56% passenger cars, 17% SUV, 15% minivan, 12% pickup



Look At What's Coming

2012 Ford Mustang "Project Detroit" (1967 Replica)





2012 Ford Mustang Features

- Window's smart app to help you find, open and start the car.
- Public address system
- Cameras
- 4G network connects to Bing Maps, Smart Start System, a cloud based data store tracking telemetry (GPS), speed, RPMs and fuel.
- 4G hotspot mode that gives multiple devices Wi-Fi access on the go.
- Changeable display, touch screen instrument display.
- Driver and passenger windshield Heads Up Display for maps and navigation.
- Ford Sync and Windows – real time traffic, hands-free Bluetooth, voice activated commands
- Xbox 360 and a Kinect that can be projected on rear windshield and passenger windshield



Florida Statistics

- [The Florida Highway Patrol](#) has ordered its troopers to stop using handheld cell phones while driving, unless a hands-free device is employed. The policy, announced in October 2010, also requires troopers to pull over before using a GPS system.
- No law against cell phone or texting
- March 2012, SB 416 prohibiting texting and driving failed.



TEXT MESSAGING

lol no im nt bsy im only drving

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