



## Alliance for Community Traffic Safety in Oregon

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*Community Traffic Safety Program*

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## Distracted Driving in the Information Age



With continuing advances in technology drivers are flooded with a multitude of distractions that take their attention off the road more than ever before. Electronics such as GPS, cellular devices, music players and lighted billboards are everywhere. Vehicle manufactures are looking into ways to make the car itself safer. Auto makers are using technology to lessen the distractions behind the wheel by integrating onboard hands-free technology and pre-crash warning systems to notify drivers when they begin to leave a lane of travel or swerve too close to another vehicle.

While these features can improve safety, President & CEO of the Alliance of Automobile Manufacturers, Dave McCurdy said, "We all need to begin every day with the intention to drive safely, remembering that autos give us great mobility, but along with that benefit comes great responsibility to be vigilant every second

behind the wheel."

Handheld cell phone use and texting while driving continue to be a growing problem. The number of cell phone users in the United States is near 280 million, however there are only 250 million automobiles. A study by Virginia Tech Transportation Institute found that the odds of a crash or near-miss more than doubled when a driver's eyes were off the road ahead for more than two seconds. How long does it take to dial a phone number or look at a text message?

### Tips for minimizing distractions while driving:

- Make phone calls or send text messages before getting in the car.
- Keep cell phones in a bag or glove compartment to minimize the temptation to use them while driving
- Have a passenger answer phone calls or adjust the radio or heat settings while you are driving

Find posters like this and other educational tools at the U.S. Department of Transportation's official website for distracted driving issues: <http://www.distraction.gov/>