

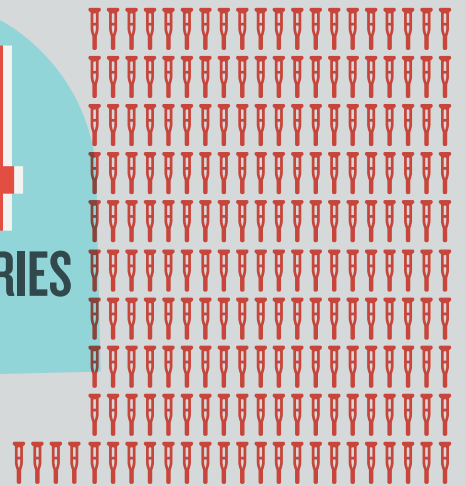
Distracted Driving

IN 2011 DISTRACTION CRASHES RESULTED IN

34
DEATHS



204
SERIOUS INJURIES



Danger Zones

Drivers engaged in

TXT
MESSAGING

on a mobile phone are



to be involved in a

CRASH

than drivers focused on the road.

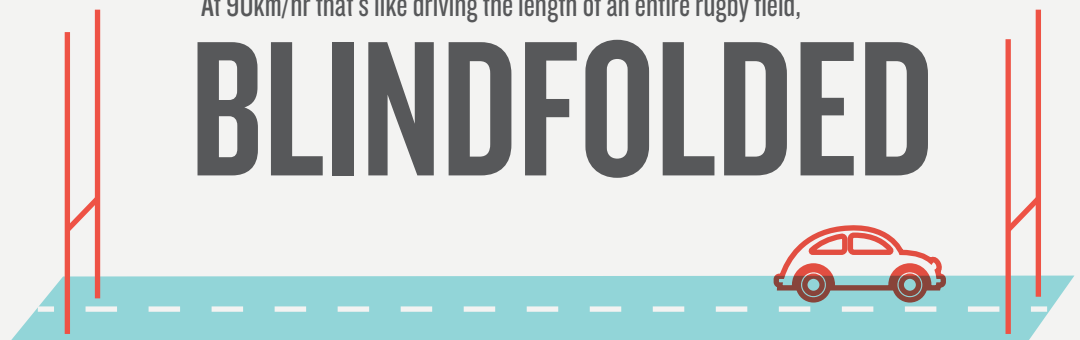


Sending or reading a text takes
your eyes off the road for

4.6
SECONDS

At 90km/hr that's like driving the length of an entire rugby field,

BLINDFOLDED



Danger Zones



7 - 9 AM



4 - 6 PM

The majority of fatal and serious injury crashes involving driver distraction occur at

PEAK

COMMUTING TIMES

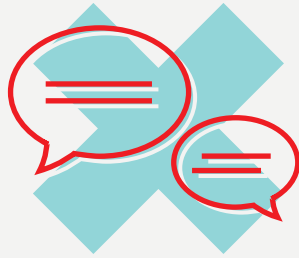
in the morning and evening.

The Biggest Distractions



Mobile Phones

If you get a call while driving, let it go through to voicemail.



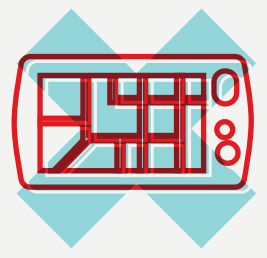
Talking to passengers

Keep conversation to a minimum - your eyes and mind should be on the road.



Reaching for objects

Make sure objects are secure in your car.



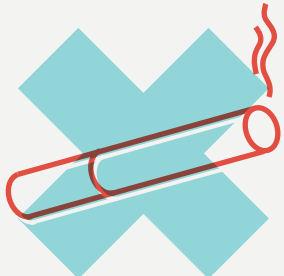
GPS/Maps

Programme/plan your route before you leave. Pull over if you need to check.



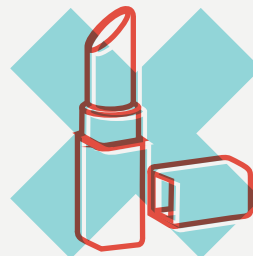
Eating and drinking

Eat and drink before you drive.



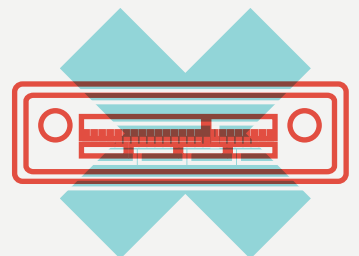
Smoking

Pull over and take a break if you need to smoke.



Make-up or shaving

It's best to groom before getting into your car.



Entertainment systems

Set radio or create a playlist before you go.