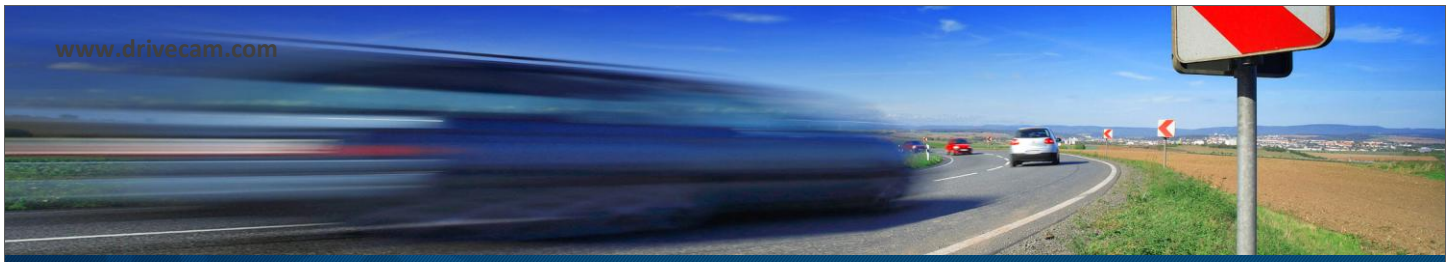

Driving Insights No. 15

DRIVECAM
The Driver Science Company™

Distracted Driving and Collisions

It may seem obvious that the more someone is distracted while driving, the more collisions or near misses they may have. Using the largest database of risky driving events in the world, DriveCam proves this point with startling real-world data. Additionally, DriveCam's data shows that being distracted with a hands-free device is also closely associated with drivers who have had collisions.

DriveCam's Video Event Recorder is capable of not only identifying collisions, but also allows DriveCam to identify near collisions that could have been avoided. With video provided by DriveCam's video event recorder, DriveCam is able to review and analyze driver behavior leading up to collisions or near collisions and identify coachable behaviors that indicate potential future risk.

This newsletter focuses on drivers in the first six months of 2010 with one or more collisions – or near collisions – and examines how many events with distracted driving behavior these drivers had prior to the collisions or near collisions.

Distracted Driving and Collisions/Near Collision Drivers

- Just over 63% of drivers with two or more collisions/near collisions in the first six months of 2010 had at least one driving event that included distracted driving behavior (includes cell phones, food/drink, passengers, GPS devices, etc.) prior to the collisions/near collisions.
- Nearly half of all drivers with at least one collision had an event that included distracted driving behavior prior to the collisions/near collisions.

	Drivers with No Collision or Near Collisions	Drivers with 1+ Collisions/Near Collisions	Drivers with 2+ Collisions/Near Collisions
% with at least 1 Distracted Driving Event	27.6%	47.5%	63.3%

Hand-held Cell-phone Distractions and Collision/Near Collision

- Nearly a third of drivers with two or more collisions had at least one event with a handheld cell distraction prior to the collisions/near collisions, compared to just over 12% of drivers with no collisions/near collisions.
- One out of five drivers with at least one collision/near collision had an event with a hand-held cell distraction.
- Data reveals that hand-held cell is more than twice as dangerous as hands-free cell.

	Drivers with No Collisions/Near Collisions	Drivers with 1+ Collisions/Near Collisions	Drivers with 2+ Collisions/Near Collisions
% with at least 1 Distracted Driving Event – Hand-held Cell	12.4%	20.8%	30.1%

Hands-free Cell-phone Distractions and Collision/Near Collision

- Hands-free cell device use is not as prevalent a distracted behavior among collision/near collision drivers as handheld cell use; however, it is markedly higher in drivers with 1+ or 2+ collisions than drivers with no collisions (9.0%, 14.8% vs. 4.8%).
- Hands-free cell is still dangerous, as it only reduces the risk of a collision/near collision by half (compared to a hand-held cell).

	Drivers with No Collisions/Near Collisions	Drivers with 1+ Collisions/Near Collisions	Drivers with 2+ Collisions/Near Collisions
% with at least 1 Distracted Driving Event – Hands-free Cell	4.8%	9.0%	14.8%

Over 40,000 drivers were included in this study representing a number of industries including Construction, Energy, Transit, Telecommunications, Utilities, Long-Haul Trucking, Distribution and Solid Waste.

About DriveCam's Driving Insights

DriveCam's *Driving Insights* is designed to provide insight for executives and manages throughout a variety of transportation industries. It is derived from DriveCam's extensive database of driving events from over 3 billion driving miles – the largest in the world. *Driving Insights* is released on a regular basis.

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