



'Drive Safe'



Vehicle and mobile phone industry views

Technology and driver distraction – the facts

In 2015,

66%

Of the UK population owned a smartphone



69%

Of people agree that connected driver technologies could **distract** from **safe driving**

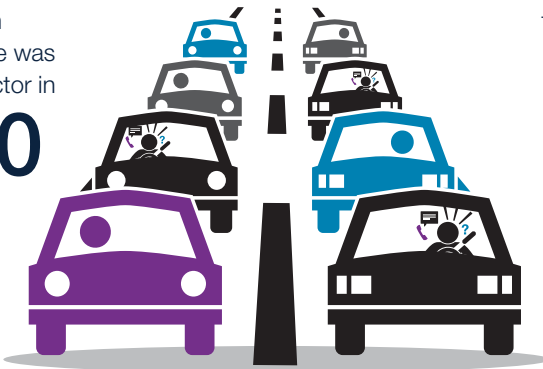


In 2015,

Distraction from **inside** the vehicle was a contributory factor in

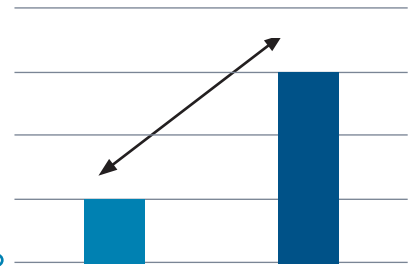
2,920

collisions in Great Britain



Distraction is a contributory factor in between

10% to 30%



of collisions in the EU countries

Technology and distraction – the industry view



However, opinion is split:

“Distraction is a **low priority** for us in honesty. We are not convinced that this is a **responsibility** that falls on us to restrict user behaviour, rather than on **users to abide by the relevant laws**”

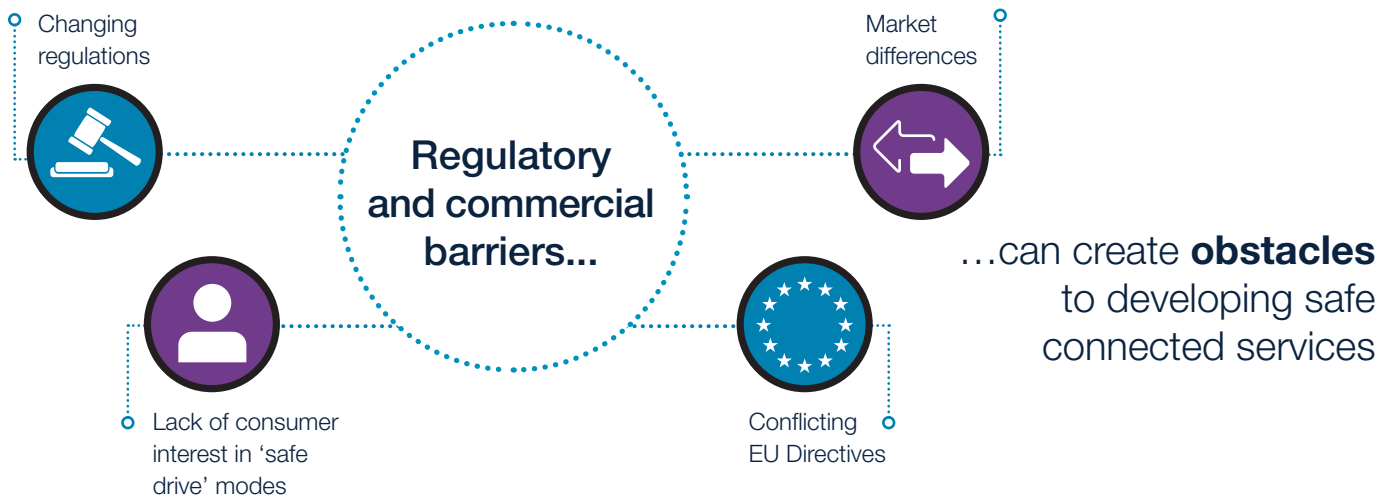
The industry is working to **ensure** their operating systems possess the potential for **connectivity within vehicles**

In-vehicle mobile phone use is seen as **inevitable**:

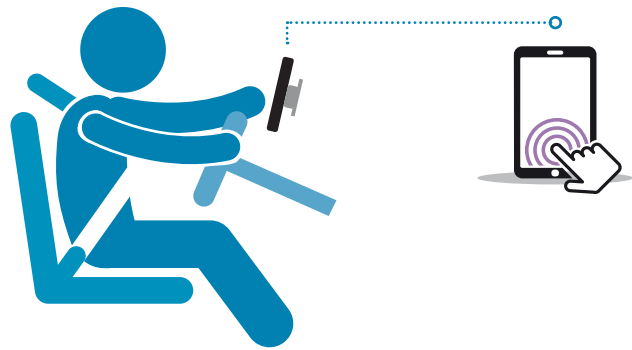
“If you don't have a hands-free system available then people will be very much more likely to use a handheld device, because they are **not going to stop communicating**”

“We could seek to eliminate the possibility of driver handheld devices being active while the vehicle is in motion”

The industry view – guidelines, standards and barriers



There **do not appear** to be **any** internationally accepted guidelines and standards specifically related to the design of handheld devices for use **whilst driving**



Key findings and next steps



Drivers are seen as **ultimately responsible** for their own **safety**

Automatic disabling is seen to be **effective** at reducing distraction **BUT** there are **customer satisfaction** and **technological issues**



Privacy is a **key** issue in all **connected car** developments



Change and standardisation is required at the **EU level**

