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.

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.

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.

- 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

- Changing regulations
- Market differences
- Lack of consumer interest in “safe drive” modes
- Conflicting EU Directives

Regulatory and commercial barriers...

...can create obstacles to developing safe connected services

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