

# DISTRACTED DRIVING



## THREE MAIN TYPES OF DISTRACTIONS

Distracted driving is any activity that diverts attention from the task of safe driving.



### VISUAL

TAKING YOUR EYES OFF THE ROAD



### MANUAL

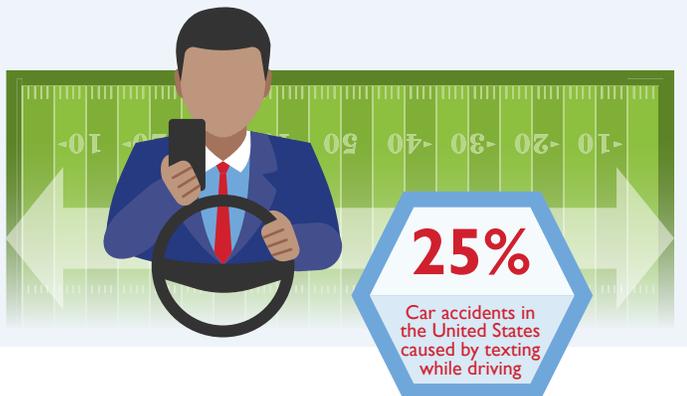
TAKING YOUR HANDS OFF THE WHEEL



### COGNITIVE

TAKING YOUR MIND OFF DRIVING

Drivers who send or receive text messages focus their attention away from the road for an average of **4.6 seconds**. At 55 miles per hour, this is equivalent to driving the length of a football field blindfolded.



## THE REAL COST OF DISTRACTED DRIVING

When fault is clear, and others are injured, the cost of a distracted driving accident increases significantly.

PROPERTY DAMAGE ONLY	<b>\$6,000</b>
NON-FATAL INJURY	<b>\$65,000</b>
FATALITY	<b>\$670,000</b>



## PREVENTION

Does your organization accept the risk of distracted drivers? Or do you proactively take action to reduce the potential for a similar incident?



Amerisure's risk management consultants are trained to assist you on your path to safety in preventing distracted driving at your company. Our telematics program may reduce losses by as much as 50 percent. Contact [your agency](#) today to enroll in Amerisure's formal Fleet Safety Training program, or learn about our Commercial Auto coverage options.

### SOURCES:

National Highway Safety Administration, National Safety Council and Insurance Institute for Highway Safety, Highway Loss Data Institute

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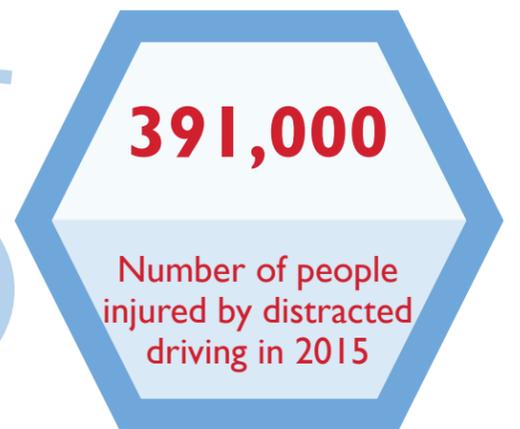
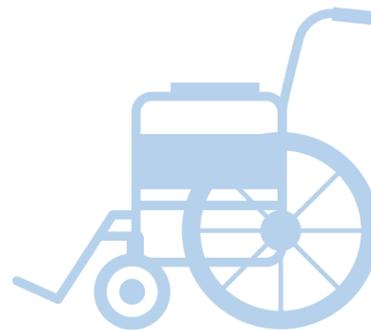
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