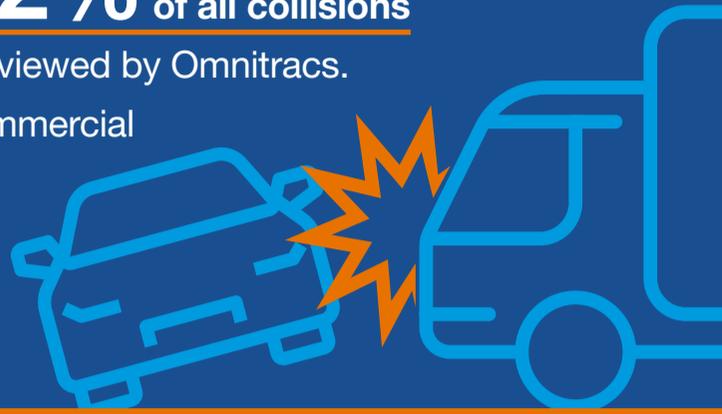


# THE DANGERS OF DISTRACTED DRIVING

Distracted driving was the primary cause for **12%** of all collisions involving class 5-8 vehicles in 2020 that were reviewed by Omnitracs.

Although most collisions are caused by non-commercial drivers, when a collision is preventable it puts a driver's livelihood on the line, and it puts your fleet at risk of a nuclear verdict.



## Top 5 Distracted Driving Behaviors by Commercial Drivers that Led to Costly Collisions



**Talking on a mobile phone –**  
even while using a hands-free device



**Smoking**



**Operating another  
object in vehicle –**  
such as changing  
the radio



**Texting**

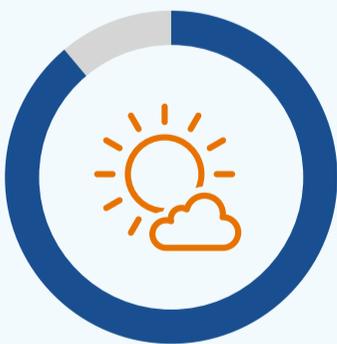


**External distraction –**  
such as the scenery



**85%** of distracted driving collisions are categorized as severe, or police reportable, for class 5-8 vehicles.

Just a few seconds of distraction can lead to serious injuries and high costs for your fleet. Are you able to afford this kind of risk?



**89%** of distracted driving collisions occur in clear skies or partly cloudy conditions.

Often drivers can see clear skies and open roads ahead, leading to a more relaxed driving environment in which distractions become enticing.

Distracted drivers pose a dangerous and costly threat to your fleet. Imagine the peace of mind you can gain by providing your drivers with immediate in-cab feedback at those high-risk moments and having access to analyzed, scored and queued event video for proactive, prescriptive coaching to avoid distracted driving in the future. In fact, SmartDrive customers typically experience 59% less distractions within the first year of using the program. Omnitracs + SmartDrive are here to help.

Visit [bit.ly/DemoInattentive](https://bit.ly/DemoInattentive) to request a demo.