

# DISTRACTED DRIVING

Phone use contributes to auto accidents



Sending a quick text every now and then while on the road may seem harmless to some, but you know distracted driving puts your employees and your business at risk. Data clearly shows this hazardous behavior is on the rise, causing losses and suffering along with insurance cost hikes.



## Crash Statistics

When it comes to crashes, **10% of fatal** crashes, **18% of injury** crashes and **16% of all police-reported** motor vehicle traffic crashes in 2014 were reported as distraction-affected crashes. <sup>1</sup>



## Fatality Numbers

Every day there are **8 deaths** and **1,161 injuries** due to distracted driving – that's almost **3,000 deaths** and **425,000 injures** a year. <sup>2</sup>



## Inexperienced Driver Data

Motor vehicle crashes are the **leading cause of death among 15- to 20-year olds** and, in 2012, **10%** of all drivers in that age group involved in fatal crashes were distracted at the time of impact. <sup>3</sup>



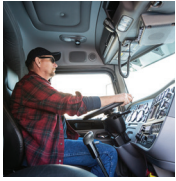
## Expert Analysis

Highway safety experts blame inattentive – or distracted – driving for **80% of all car accidents**. Just a few seconds of additional road awareness could potentially eliminate the majority of crashes. <sup>4</sup>



# LIFESAVER

Your resource to combat phone-related distracted driving



## Change Driver Behavior

LifeSaver's mobile app provides an overridable block, discouraging drivers from using their smartphone while driving their company vehicle. Using smart location services, the app monitors and logs attempts to access the phone while driving, then scores drivers based on their behavior. LifeSaver's prevention and accountability model – especially when coupled with an employer-driven reward/penalty program – has been shown to modify driving behavior.



## Monitor and Improve Your Fleet

A personalized fleet dashboard helps you identify problem and superior drivers. You can use the information to acknowledge current driving behaviors, set expectations for future behavior and improve performance by reinforcing the businesses' commitment to distraction-free driving. Plus, you have flexibility to manage your account settings and view your LifeSaver usage and compliance by individual or customizable groups.



## Receive Preferential Pricing

Your low monthly subscription is just \$5 per month per phone; and there are no contracts to sign. Simply contact LifeSaver at [info@lifesaver-app.com](mailto:info@lifesaver-app.com) for service or cancellation assistance.



## Expect a No-Hassle Experience

Activation is simple, relying on deployment that allows your employees to install the app through a dashboard-initiated invitation. There is no hardware to purchase, install or update and the intuitive app works behind-the-scenes – silently and unobtrusively – while being efficient on the phone's battery.



## Sign up Today

To secure LifeSaver at a reduced price or to request additional information, please visit [cinfin.com/lifesaver](http://cinfin.com/lifesaver).

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