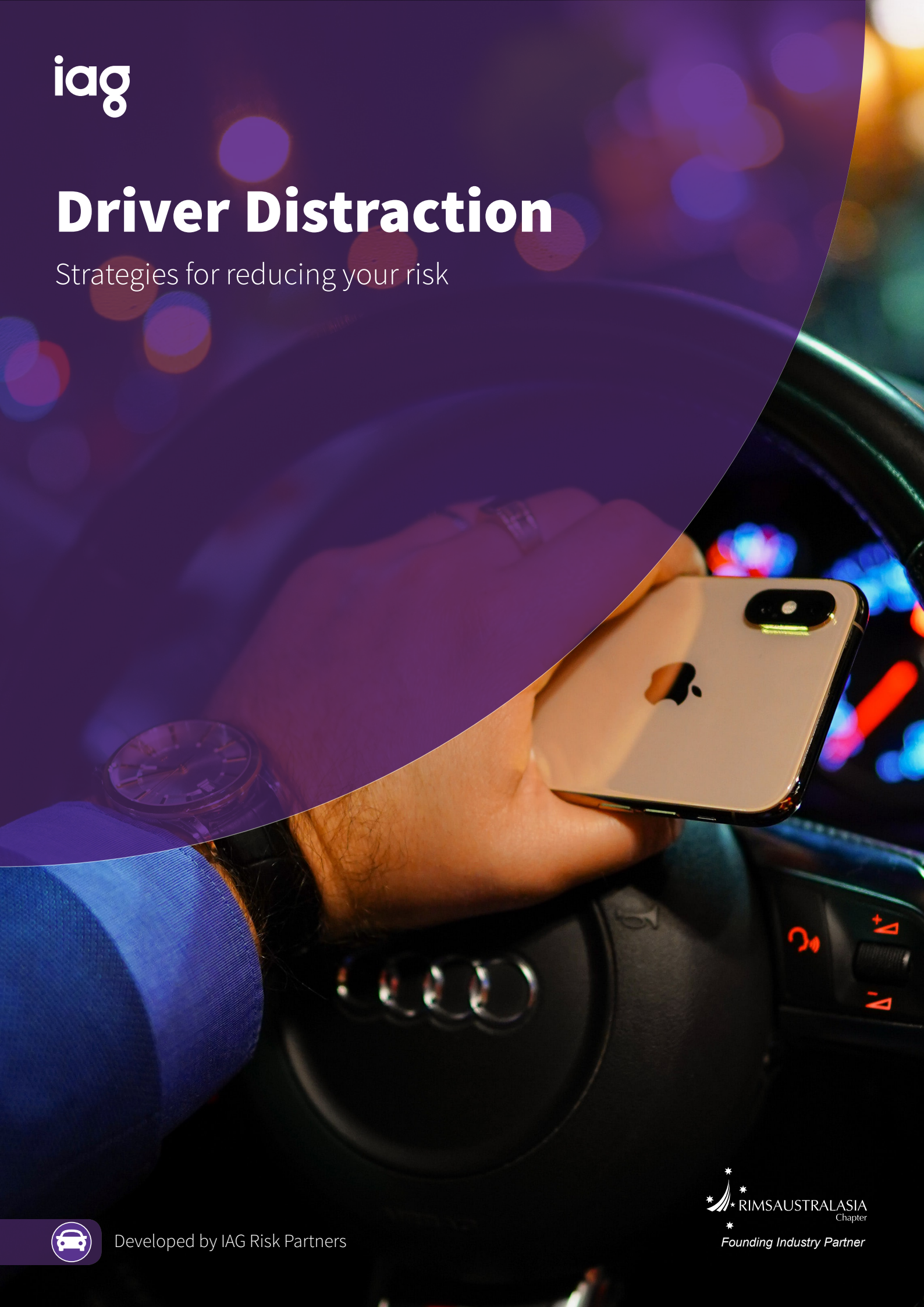




Driver Distraction

Strategies for reducing your risk



Developed by IAG Risk Partners

Driver Distraction

Research has shown that drivers who use a mobile phone while driving are four times more likely to be involved in a motor vehicle collision.

Taking your eyes off the road for two seconds at 60kph is the same as driving blindfolded for 22 metres.

Do you:

- Drift or swerve from your lane
- Brake suddenly in reaction to normal traffic conditions
- Run red lights or stop signs
- Follow too closely
- Drive slower or faster than the speed limit or flow of traffic

These are all signs of a distracted driver.

Things to Consider

There are three main types of distraction

- **Visual:** taking your eyes off the road;
- **Manual:** taking your hands off the wheel; and
- **Cognitive:** taking your mind off of driving

Distractions

- Mobile phones (texting/talking)
- Navigation and vehicle entertainment system's
- Other passengers
- Eating and drinking
- Unsecured items

Safety solutions

- Pre-set your GPS prior to commencing your journey
- Position phone cradle at eye level
- Utilise voicemail, text-blockers, voice commands (Bluetooth)
- Keep calls as brief as possible
- Have a passenger make the call for you
- Put your phone away
- Limit interaction with other passengers
- Safe storage of loose items

Keep your eyes on the road. Hands on the wheel. Focus on driving.

For assistance regarding risk education and training or for further guidance on this topic, please contact your CGU / WFI / SUU insurance representative or IAG Risk Partners via riskpartners@iag.com.au