



## The statistics are sobering

### Family distracted driving stats

According to the National Safety Council, almost 1/3 of all traffic collisions – a staggering **1.6 MILLION** – involved distracted drivers who were using their cell phones and texting (NSC). By the way, it's not just teens who are texting and driving. Parents are increasingly talking and texting on their cell phones while their children are in the car, making it much more likely that they will model the same behavior. In fact, 27% of adults admit to having sent or received text messages while driving (textinganddrivingsafety.com).

- ✦ Teen driving deaths are up 19% in from 2011 to 2012 (GHSA)
- ✦ Texting and driving makes the risk of crashing or nearly crashing 23.2 times more likely (VTTI)
- ✦ Texting takes the driver's eyes off the road for an average of 4.6 seconds. At 55 MPH, this is the equivalent of driving the length of a football field while blindfolded (VTTI)
- ✦ About 6,000 deaths were attributed to Distracted Driving in 2008, and 500,000 injuries are caused by distracted drivers each year. With cell phone use even more prevalent today, those numbers are sure to rise if we don't take action (NHTSA)
- ✦ Drivers who use hand-held devices while driving are **4 times more likely to get into crashes** serious enough to injure themselves or others (Monash University)
- ✦ Motor vehicle crashes are the leading cause of death among teenagers in the U.S. (CDC)
- ✦ 28% of all crashes each year involve cell phone use (NSC)
- ✦ The #1 source of driver inattention is the use of a wireless device (VTTI/NHTSA)
- ✦ 49% of young people say that they text while driving (NHTSA)
- ✦ Texting and driving can be **18 times more dangerous than drinking and driving** (Car and Driver)
- ✦ Talking or listening on a cell phone does NOT statistically increase crash risk, however, dialing, reaching, and other intensive visual-manual cell phone sub-tasks do (VTTI)

ORIGO™ has developed a simple, yet effective solution that can keep you and your loved ones safe while on the road. ORIGO™ works by taking the phone out of the driver's hand and safely docking it, while still allowing you to stay connected through the phone's existing handsfree functionality.

For an electronic version of the press kit, please visit [www.DriveOrigo.com/presskit](http://www.DriveOrigo.com/presskit)



## Companies are at risk

### Fleet distracted driving stats

- ✦ Automobile accidents are the top cause of work-related deaths, accounting for 24% of all fatal occupational injuries (Source: CDC)
- ✦ A Harvard risk analysis study estimated the annual cost of crashes caused by cell phone use to be \$43 billion.
- ✦ There are an increasing number of lawsuits against companies involving employees and distracted driving, including one in which Coca-Cola lost \$21 million when its truck driver struck and killed another driver due to handheld cell phone use.
- ✦ Over 6,000 deaths, and 500,000 injuries, are caused by distracted drivers each year in the United States.
- ✦ 24% of all fatal occupational injuries are caused by automobile accidents. (Source: CDC)
- ✦ On-the-job crashes cost employers more than \$24,500 for each property damage crash, \$150,000 per injury, and up to \$3.6 million per fatality. Source: National Highway Traffic Safety Administration.
- ✦ The cost of distracted driving crashes is high – not just in lives, but also lost productivity and cargo, as well as millions of dollars paid out by drivers' employers in liability cases.

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Recently, the National Safety Council reported that a commercial transportation company was ordered to pay more than \$24.7 million in damages for a 2008 crash in Missouri that killed three people and injured 15 others. The company's employee crashed a tractor-trailer after checking his phone for text messages. ORIGOSafe™ was designed to give companies like this verifiable compliance that their drivers' phones are safely docked away and not being looked at while the vehicle is in motion.

ORIGOSafe™ is easily installed in any type of vehicle, and is a fully integrated device that supports the top-selling smart phone models. There is no software to buy or maintain, and no need to wonder if it's working. With ORIGOSafe™, managers are reassured knowing that their driver is connected handsfree while behind the wheel.

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