



# Loss Control Safety Techniques



## Distracted Driving - At What Cost?

Driving is one of the most demanding tasks we undertake. It's a full-time job, yet many drivers treat it as a secondary activity. In fact, experts estimate drivers are doing something potentially distracting (talking on the phone, reading, adjusting the radio) more than 55 percent of the time their vehicles are in motion. Any activity that takes a driver's focus off the road – even if for only a second or two – carries tremendous potential risk.

### What is a Distraction?

A distraction is anything taking your eyes or mind off the task of driving.

### Internal Distractions

- Reaching/Leaning
- Manipulating vehicle controls
- Eating while driving
- Conversing with passengers
- Grooming
- Reading/writing
- Using a cell phone

### External Distractions

- Pedestrians
- Viewing your load
- Animals
- Road Construction
- Sun Glare
- Other vehicles
- Billboards

### Avoiding Distractions

Make adjustments to vehicle controls before beginning to drive or after the car is no longer in motion. Don't reach down or behind the driver's seat, pick up items from the floor, open the glove compartment, clean the inside windows, or perform personal grooming while driving. Designate a front-seat passenger to serve as "co-pilot" rather than fumble with items like maps.

### If you must use a cell phone:

- Don't use the phone in demanding traffic situations. Pull over in a safe area or make your calls before driving.
- Use a hands-free model
- Never take notes or look up a phone number while driving.
- Use memory dialing or directory assistance while making calls from the car.

Keep your eyes on the road, hands on the wheel and your mind on the drive. Avoiding Distracted Driving is no accident. Be safe. Take note of the topics and recommendations discussed in this bulletin. We encourage you to put them into practice – doing so helps ensure your safety. It is the philosophy of Frankenmuth Insurance and your Independent Insurance Agent to provide services that give policyholders peace of mind.

At Frankenmuth Insurance, we truly are *with you all the way*.

The information and suggestions contained in this material have been developed from sources believed to be reliable. However, Frankenmuth Insurance accepts no legal responsibility for correctness or completeness of this material, or its application to specific factual situations.