

DISTRACTED DRIVING & HOW TO HELP PREVENT IT

Distracted driving is when a driver engages in behavior that causes them to lose focus of the road. This can include cell phone use, adjusting the radio, eating, smoking, grooming, drowsiness, or any other distraction that increases the risk of being involved in an accident.



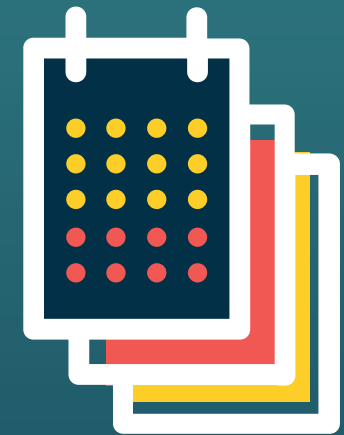
**400,000
INJURIES**

Estimated number of injuries a year¹



**\$60 BILLION
ANNUAL COST**

Spent on vehicle repair, litigation fees, settlements, and rising insurance costs²



**1.6 MILLION
DAYS**

Workdays missed per year by employees involved with accidents³

CHANGING DRIVER BEHAVIOR TO HELP PREVENT ACCIDENTS

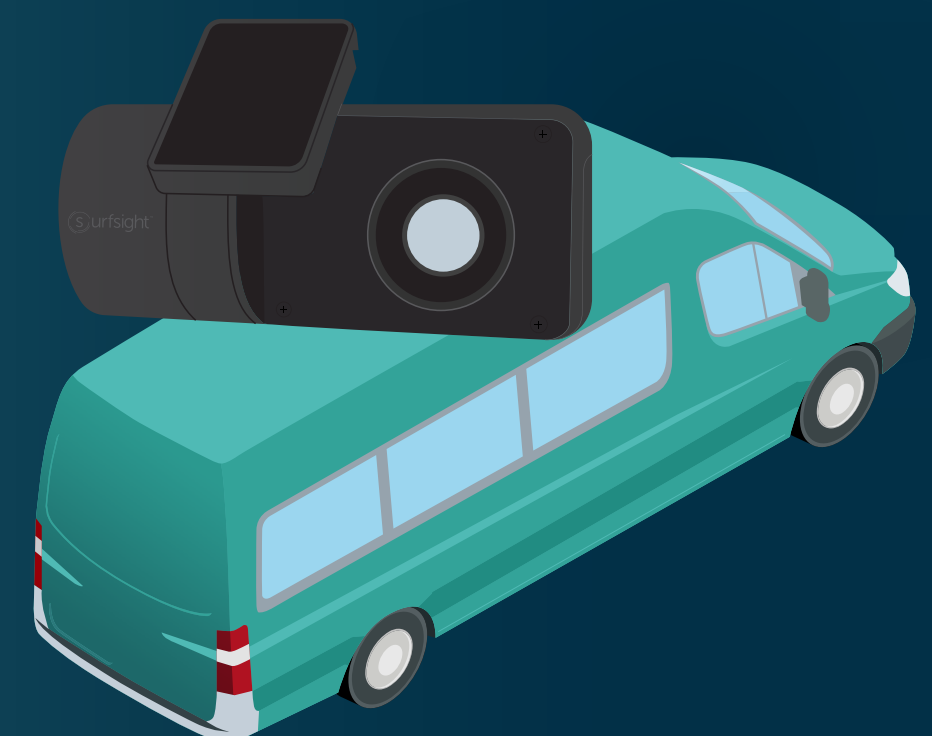


Use driver coaching and intelligent dashcams with MV+AI to help:

- Improve driver behavior
- Learn from real-world examples of distracted driving
- Encourage drivers to course correct
- Prevent accidents

IS THE SURFSIGHT™ AI-12 THE RIGHT SOLUTION FOR YOUR BUSINESS?

The Surfsight A1-12 dashcam with MV+AI provides fleet managers invaluable benefits, including distracted driver alerts and real-time video insights into their fleets. Learn more on our website.



Sources:

1: <https://www.nhtsa.gov/risky-driving/distracted-driving>

2: <http://docplayer.net/1217790-Guidelines-for-employers-to-reduce-motor-vehicle-crashes.html>

3: <https://www.edriving.com/wp-content/themes/edriving/images/pdf/crash-free-culture-ebook.pdf>