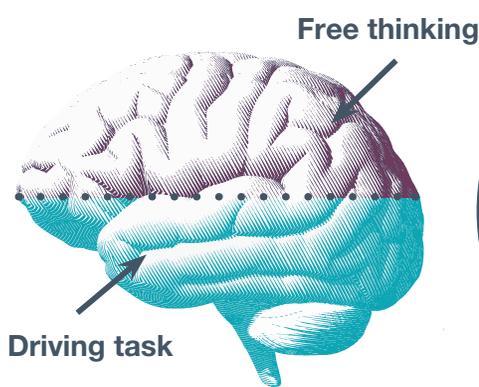
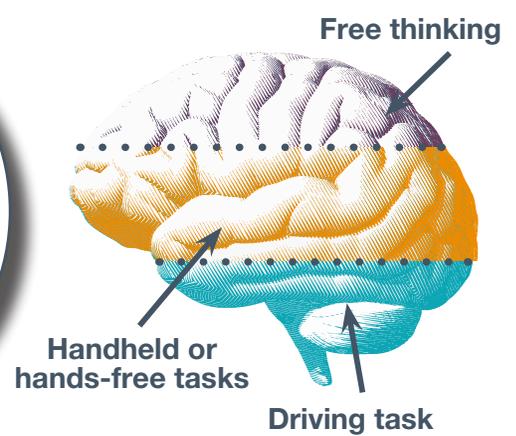


HANDS-FREE TECHNOLOGIES & DRIVING

Humans can only attend to ONE TASK AT A TIME.



The **BRAIN POWER** required to perform non-driving tasks, including hands-free devices, takes away **BRAIN POWER NEEDED** to **DRIVE SAFELY**.



HANDS-FREE ≠ RISK-FREE



Driving alone is a divided attention task that involves the coordination of *manual*, *visual* and *cognitive* activities.

Complex, non-driving tasks compete for the driver's attention and erodes their ability to perform either task well. This results in **LOOKING** but not **SEEING**.

When drivers perform a non-driving task while driving, the brain fails to process important information and their **FIELD OF VIEW SHRINKS**.



**YOUR CHOICES ON THE ROAD
HELP EVERYONE GET HOME SAFE.**

