

Nocell Technologies: Distracted Driving Statistics

The Problem: Distracted Driving

- Cell phones were the cause of 14% of fatal collisions in 2017 (NHTSA, 2019)
- Taking your eyes off the road for just 2 secs doubles your chances of a crash (AAAFTS, 2018)
- Drivers are 10% more distracted now than they were last year (Zendrive, 2019)
- Texting while driving increases the risk of a crash by 23x (VTTI, 2009)

The Magnitude

- More than 70% of trucking fleet crashes are caused by distracted driving (Nuato, 2018)
- Cell phone crashes are underreported - projected numbers are 300% (Insurance Journal, 2017)
- Traffic collisions are the #1 cause of workplace injury & death (OSHA, 2018)
- 1 in 5 fleet drivers is involved in a crash/year while using a cell phone (iAm Road Smart, 2019)

The Harm to Fleets

- A collision that causes an injury costs an employer 200% the average work injury (Harned, 2015)
- A collision raises employee average insurance rates by \$350-515/yr (Insurance Biz Mag, 2018)
- Uninsured losses & intangibles add a cost multiplier of between 6 and 43x to crashes (ICLI, 2018)
- Motor vehicle crashes cost employers \$60 billion/year (OSHA, 2018)

COSTS (NSC, 2015)	Property Damage	Injury	Fatality
Light & Med Duty	\$16-25k	\$74-150k	\$500k-7mil+
Heavy Duty	\$63k+	\$438k+	\$10mil+

Why Invest in Safety

- The majority of companies report an ROI of \$3/1 when investing in workplace safety (OSHA, 2018)
- Companies can reduce crash rates by 35% or more with proactive approaches (Motus, 2018)