

IN ONE INSTANT

**YOUR BRAIN CANNOT  
DO TWO THINGS AT ONCE.**

## 4 BIGGEST DISTRACTORS FOR TEEN DRIVERS

**39%** of teen drivers admit to texting while driving

### PHONE & TEXTING

Reading a text takes your eyes off the road for 5 full seconds.

**2X** risk higher crash risk with even one teen passenger

### PASSENGERS

Three or more passengers? That risk jumps to 4x higher.

**57%** decrease in reaction time when adjusting an infotainment screen

### MUSIC & CONTROLS

Every dashboard tap is a moment your focus leaves the road.

**80%** risk higher crash likelihood when eating behind the wheel

### EATING & DRINKING

A spill, a wrapper, a sip — each one takes a hand off the wheel.

## EVERY DISTRACTION IS ONE OF THREE TYPES



### VISUAL

#### Eyes off the road.

Anything that makes you look away from what's in front of you.



### MANUAL

#### Hands off the wheel

Anything that makes you look away from what's in front of you.



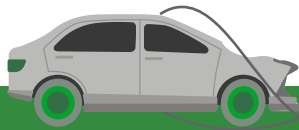
### COGNITIVE

#### Mind off the drive

Anything that makes you look away from what's in front of you.

### YOUR CAR DISPLAY IS NOT A TV!

Save your fav Twitch streamer, team or latest binge-worthy show for when you're home



## THE COST OF DISTRACTION

**315,000+**

Injured In Distracted Driving Crashes In 2024

**863**

People Injured In Distracted Driving Crashes Every Day

**9**

People Died Every Single Day In Distracted Driving Crashes In 2025

## WHAT YOU CAN DO RIGHT NOW

1

### TURN ON "DO NOT DISTURB"

Your phone already has it. Use it.

2

### SET YOUR PLAYLIST FIRST

Music and maps go on before you move - make sure you can hear what's going on inside and outside the car.

3

### SPEAK UP AS A PASSENGER

It's your life too. Say something.

4

### NEVER STREAM VIDEO AND DRIVE

Save your fav Twitch streamer, game, or binge-worthy show for when you get home.car.

**KEEP YOUR EYES, EARS, HANDS, AND MIND ON THE ROAD.**

Every trip. No exceptions. No distraction is worth your life.

Sources: Sources: NHTSA (2023) · CDC · IIHS · Teen Driver Source · Washington Times (March 2026) · EndDD.org