

# NO DISTRACTIONS. NO REGRETS.



Drivers using phones  
are 4 to 6 times more  
likely to crash



Engage children  
and enter  
our competition!

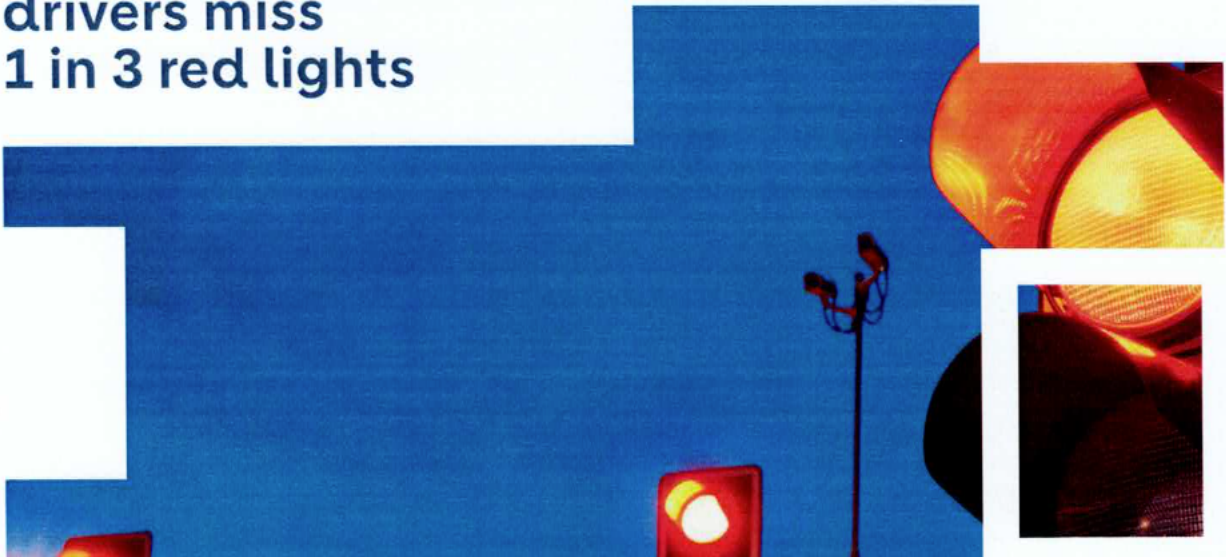






**Phone use slows  
reactions by 50% -  
worse than  
drink driving**

**During texting,  
scrolling or talking,  
drivers miss  
1 in 3 red lights**



LIFE HAS  
NO SECOND  
CHANCES.  
YOUR FAMILY  
IS WAITING  
FOR YOU.  
A MESSAGE  
CAN WAIT.  
YOUR LIFE,  
NOT.

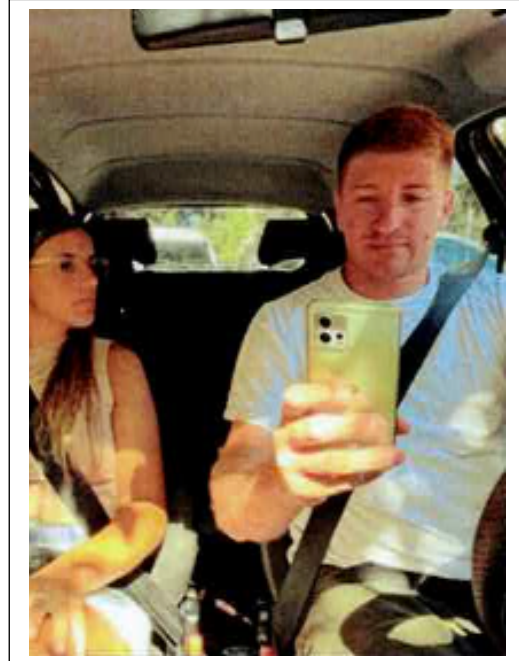


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NO REGRETS.**

## Q: What makes it difficult for you to ignore a call or message while driving?

### Discussion Points:

- **Common reasons:** pressure from bosses, expectations from family, habit, or fear of missing urgent information.
- **Address the reality:** Many employers and families don't realize the risk they're creating by expecting instant responses.
- **Solutions:** Setting up auto-replies, informing managers and family in advance about safe call-back times, and using hands-free features only when truly necessary.



#### Reaction Time Drop

Using a phone while driving slows reaction times by up to **50%**, making it worse than drink driving.

#### Blind Driving

During texting, scrolling and even talking on the phone, drivers miss **1 in 3** red lights, stop signs and pedestrian crossings.

#### Crash Risk

Drivers using phones are **4 to 6 times** more likely to crash than those focused on the road.

#### Delayed Braking

At 80 km/h, looking at a phone for just **3 seconds** means traveling over **65 meters blind**. (That's a distance of 18 parked cars, or nearly a whole football field!)

#### Hands-Free ≠ Risk-Free

Even hands-free calls reduce focus on the road, making it harder to spot sudden hazards like **braking traffic** or **pedestrians**.

#### Mirror Checks Matter

Looking at your phone instead of your mirrors means missing **critical blind spot dangers**, increasing the risk of side-impact collisions.