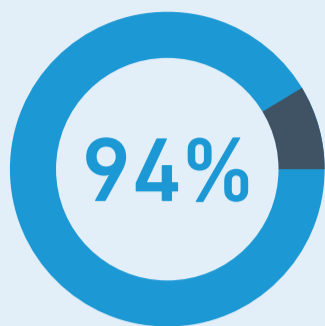


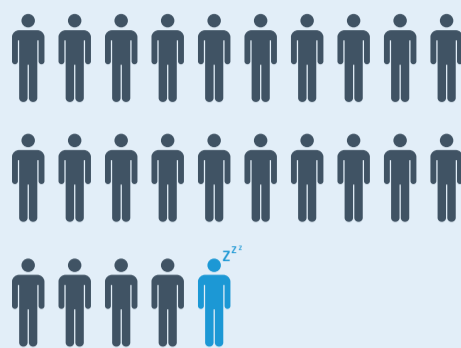
DISTRACTED & DROWSY DRIVING

600,000 DEATHS & **500,000** INJURIES

are caused by distracted & drowsy driving
EVERY YEAR¹



of fatal collisions are caused by **DRIVER ERROR**²



1 in 25 adults over 18 years have **FALLEN ASLEEP WHILE DRIVING**³

Being awake for more than **20 HOURS**



is the equivalent of **BEING LEGALLY DRUNK**.⁴

DRIVING DROWSY OR DISTRACTED increases the risk of collision by

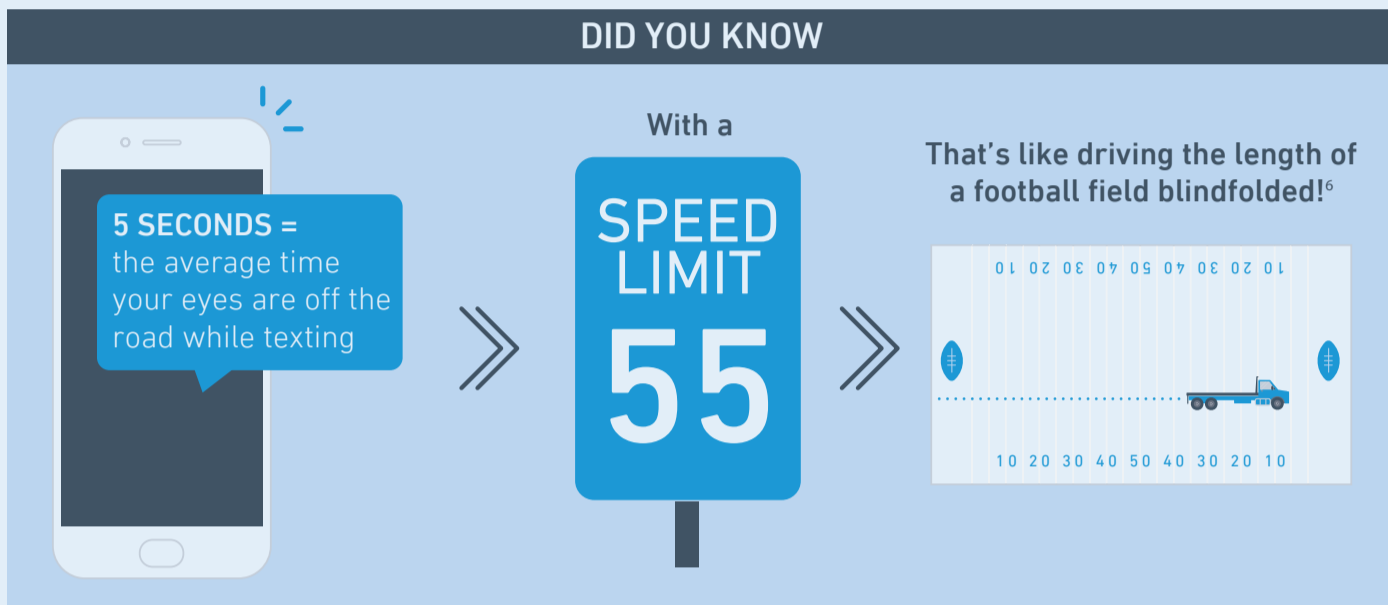
3X if you are **FATIGUED**⁴

4X talking on a **CELL PHONE**⁵

7X if you are **REACHING FOR A DEVICE**⁶

23X if you are **TEXTING**⁶

DID YOU KNOW



THE REAL COST OF UNSAFE DRIVING



\$50B annually from **DROWSY DRIVING**⁷



\$129B annually from **CELL PHONE USE**⁷

THE ECONOMIC LOSS =

\$136M per day **-or-** **\$5.7M** per hour⁸

EMPLOYERS ARE PAYING THE PRICE

AVERAGE PAID BY COMPANIES PER INCIDENT

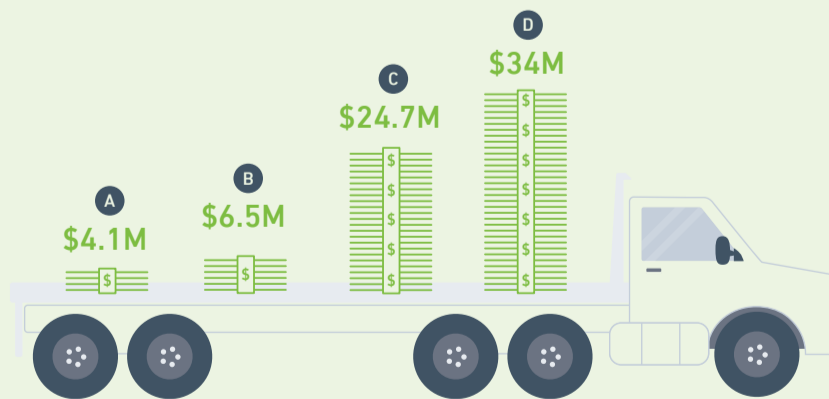
\$200K per **INJURY**⁹

+INDIRECT COSTS

- Late deliveries
- Wasted fuel
- Missing appointments
- Lost productivity

\$3.6M per **FATALITY**⁹

ONE UNSAFE EVENT CAN CHANGE EVERYTHING!



A Paid by an electrical contracting company to a victim seriously injured in an accident caused by an employee **distracted by his cell phone GPS**.¹⁰

B Awarded to a victim hit by a commercial truck driven by an operator who had been **on duty for 37 consecutive hours and drove for over 27 hours in that span**.¹¹

C Paid by a commercial transportation company when a driver ran into 10 stopped vehicles while **checking text messages**.¹⁰

D The **largest commercial truck collision settlement** in 2014.¹⁰

¹ U.S. Department of Transportation, National Highway Traffic Safety Administration, "Traffic Safety Facts Research Note, Distracted Driving 2016" April 2018) <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812517>

² <https://www.cdc.gov/features/dsdrowsydriving/index.html>

³ National Safety Council (NSC) and Rand Corporation, "A Road to Zero: A vision for achieving zero roadway deaths by 2050" (April 2018) AUTHORS: Liisa Ecola Steven W. Popper Richard Silbergitt Laura Fraade-Blanar, <https://www.nsc.org/road-safety/get-involved/road-to-zero>

⁴ <https://www.cdc.gov/features/dsdrowsydriving/index.html>

⁵ <https://okdrivingconcern.org/steer-oil-and-gas-drivers-away-from-fatigue/>

⁶ <https://www.nhtsa.gov/risky-driving/distracted-driving>

⁷ <http://news.vt.edu/articles/2009/07/2009-571.html>, <http://mcsa.fmcsa.dot.gov/documents/DriverDistractionStudy.pdf>

⁸ <http://handsfreeinfo.com/13346-distracted-costs/>

⁹ U.S. Department of Transportation, National Highway Traffic Safety Administration, DOT HS 812 013 "The Economic and Societal Impact of Motor Vehicle Crashes" 2010-Revised May 2015) <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812013>

¹⁰ U.S. Department of Transportation, FMCSA, "Unit Costs of Medium and Heavy Truck Crashes" (Published March 2007) <https://bit.ly/2LN4Tk>

¹¹ <http://valawyersweekly.com/million-dollar-settlements-of-2014/>

¹² <https://valawyersweekly.com/2017/02/13/million-dollar-settlements-2016/>

Learn how you can protect your fleet against the cost of unsafe driving at lytx.com

