

## DriveCam Insights No. 21

### Truck Drivers: Hands-free? Still risky.

DriveCam is pleased to continue its *Driving Insight Series* with a look at recurring distracted driving behaviors among truck drivers. The key finding in our analysis shows drivers who have been involved in a collision are three times as likely to regularly use a hands-free cell device compared to those drivers who have not been involved in a collision.

Regular handheld cell use and eating and/or drinking have nearly as high a probability as regular hands-free use. Drivers who regularly use a handheld cell or eat and drink while driving are two times more likely to have been in a collision.

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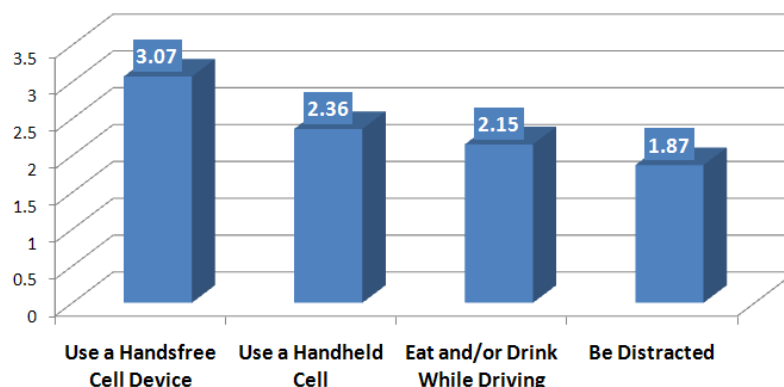
#### Background

DriveCam's Video Event Recorder provides the unique ability to identify when a collision has occurred. DriveCam does not review collision events for legal reasons; however, video review of a driver's prior non-collision risky behaviors allows DriveCam to better understand those behaviors that act as leading indicators of collisions. Identifying these behaviors provides safety managers a focused direction in coaching and training.

#### Methodology

This newsletter focuses on the analysis of over 5,000 drivers in the trucking industry who were active between June 2009 and December 2010. The difference between collision and non-collision drivers' distracted driving behaviors was evaluated for this study in order to identify the distractions with a statistically significant difference. Once these distractions were identified, the probability of a collision given the number of times the distraction was observed was calculated.

Collision Drivers are "x" times more likely to . . .



# Fact Sheet

## Key Insights

Drivers involved in one or more collisions are:

- 1.9 times more likely to be regularly distracted by any type of identified distraction
- 2.2 times more likely to be regularly distracted by food and/or drinks.
- 2.4 times more likely to be regularly distracted by a handheld cell phone.
- 3.1 times more likely to be regularly distracted by a hands-free cell device.

## About DriveCam Insights

DriveCam's *Driving Insights* is designed to provide insight for executives and managers throughout a variety of transportation industries. It is derived from DriveCam's extensive database of driving events from over 3 billion driving miles – the largest in the world. *Driving Insights* is released on a regular basis.



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At Lytx (formerly DriveCam, Inc.), we harness the power of data to change human behavior and help good companies become even better. Our flagship product, DriveCam powered by Lytx, sets the standard for driver safety in the industries we serve, and our RAIR Compliance Services helps DOT-regulated fleets comply with safety regulations, complementing the DriveCam Program. We protect more than 950 commercial and government fleet clients worldwide who drive billions of miles annually. Our clients realize significant ROI by lowering operating and insurance costs, while achieving greater efficiency and compliance. Most of all, we strive to help save lives – on our roads and in our communities, every day. Lytx is privately held and headquartered in San Diego. For more information, visit [www.lytx.com](http://www.lytx.com).