



Reducing Distracted Driving

with Nauto Driver Behavior Alerts

Battling the Ongoing Pandemic

Distracted driving is a growing challenge on our roads today

1 in 4

COLLISIONS are caused by texting and driving¹



2,841

FATALITIES in collisions involving distracted drivers in 2018²

\$3,000

PER VEHICLE in fleet collision costs each year³

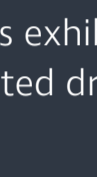


>70%

COMMERCIAL FLEET COLLISIONS involved distracted drivers⁴



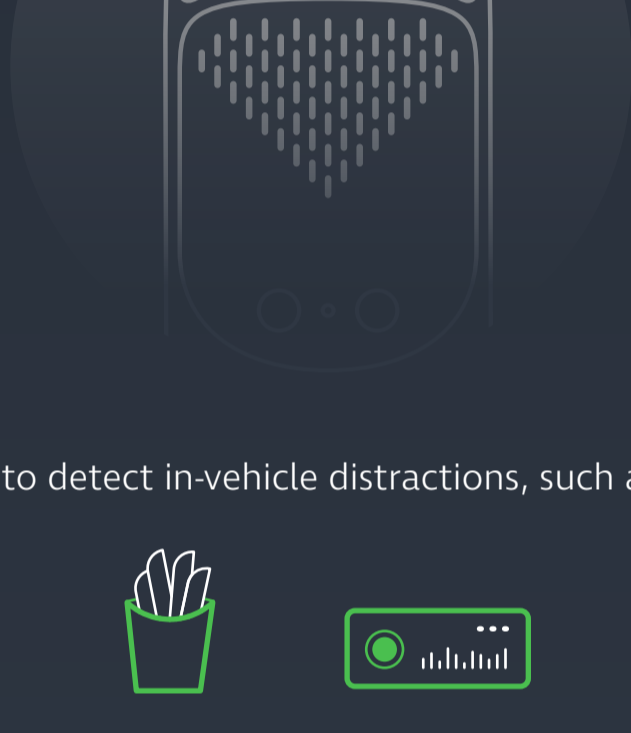
99.6%



Nauto drivers exhibited at least one distracted driving event⁵

Improving Driver Safety with AI

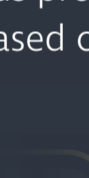
Nauto deploys artificial intelligence in commercial fleets...



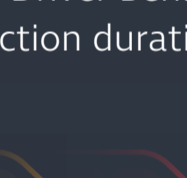
...to detect in-vehicle distractions, such as...



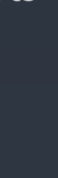
PHONE USE



EATING

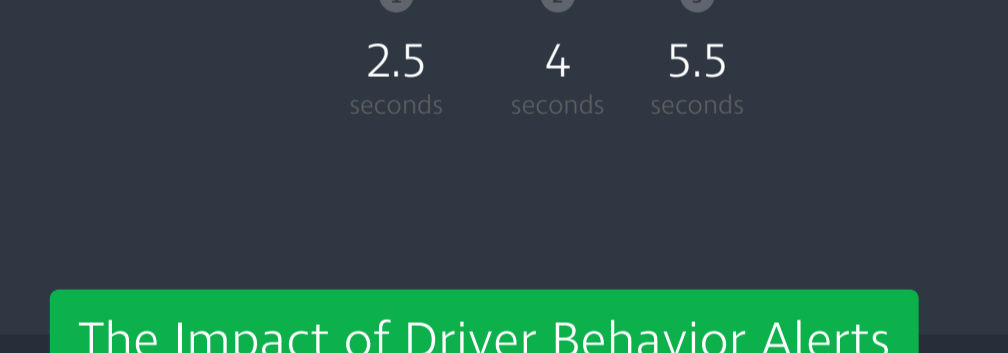


STEREO USE



DROWSINESS

...and sends progressive Driver Behavior Alerts based on distraction duration.

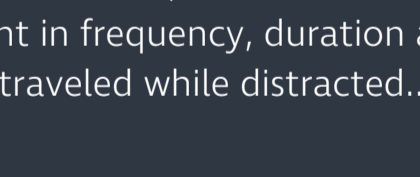


The Impact of Driver Behavior Alerts

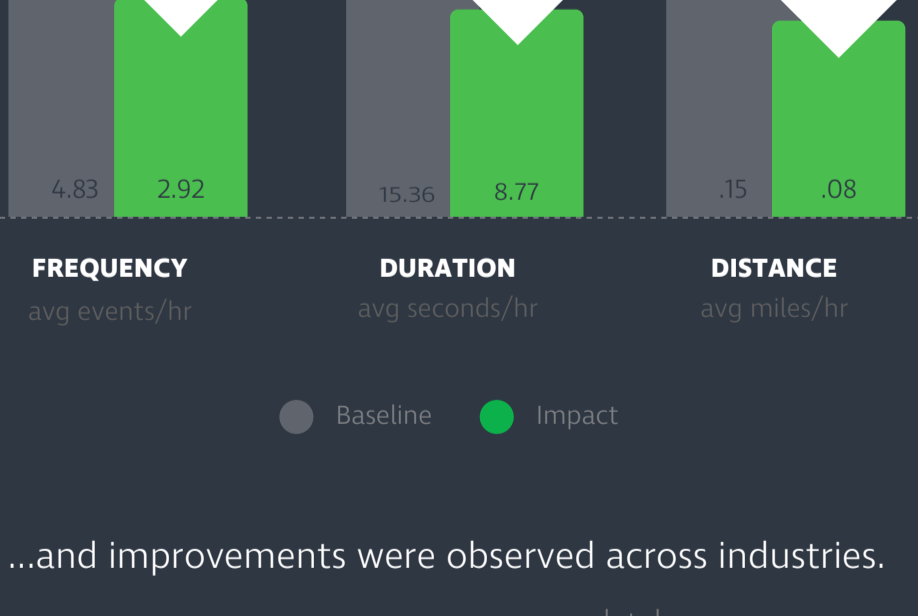
A Nauto study analyzed the impact of Nauto Driver Behavior Alerts on distracted driving behavior from nearly 1,400 drivers covering 13.5M miles.

4 in 5

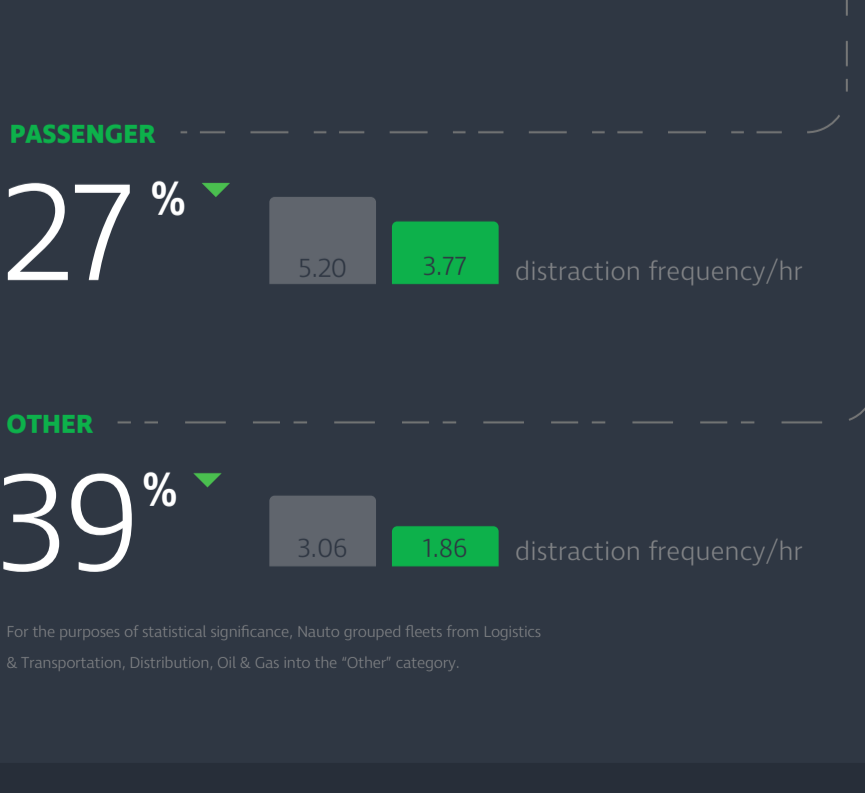
DRIVERS REDUCED THE FREQUENCY, DURATION, AND DISTANCE OF THEIR DISTRACTIONS



Across all drivers, there was an average improvement in frequency, duration and distance traveled while distracted...



...and improvements were observed across industries.



For the purposes of statistical significance, Nauto grouped fleets from Logistics & Transportation, Distribution, Oil & Gas into the "Other" category.

Say goodbye to distracted driving in your fleet

[NAUTO.COM/PRODUCT](https://nauto.com/product)

¹ National Safety Council
² National Highway Traffic Safety Administration
³ Nauto estimate based on: US Department of Labor, Occupational Safety and Health Administration / US Department of Transportation
⁴ Driver Safety Assessment: Nauto and Atlas Financial Holdings, Inc. (2018)
⁵ Distracted Driving Study: Driver Behavior Improvement with Nauto In-Cab Alerts. Nauto. (2019)