

With more wireless devices than Americans, U.S. consumers clearly love the freedom to stay connected with family and friends and to conduct business anytime, anywhere. While we can do everything from accessing the Internet to sending videos and photos, at the core, mobile devices are invaluable safety tools.

Every day, more than 400,000 wireless 911 calls are made, which means more than 278 calls every minute. While mobile devices help us make vital connections, such as those to emergency personnel, there is also an inappropriate time to use them.

CTIA and the wireless industry remind you that when it comes to using your wireless device behind the wheel, safety must be every driver's top priority. CTIA and its members offer these driving tips:

**B**e aware; never text and drive. It's dangerous and puts everyone at risk. CTIA supports state and local governments' manual texting while driving bans.

**E**ating, personal grooming, pushing buttons, drowsiness and other passengers (or animals) are only a few of the distractions that might impact the driver. Reduce driver distractions.

**S**afe driving means limiting your wireless calls when behind the wheel to only those that are absolutely essential. Let incoming calls go to voicemail. Drivers should never take notes, look up phone numbers or have emotional or stressful conversations on the phone. You should also suspend your calls in hazardous weather conditions or heavy traffic.

**A**wareness of your wireless device and its features, such as hands-free, speed dial and redial, are important.

**F**lexible, affordable and consumer-friendly technology can help reduce a driver's distractions. CTIA encourages the industry to continue to develop new technology-based tools and offerings to create safer driving.

**E**ducation is key to making drivers more aware of their responsibilities when behind the wheel. Since 1997, CTIA and its members have supported or developed these initiatives. CTIA's most recent campaign was a partnership with the National Safety Council to tell young drivers and their parents, "On the Road, Off the Phone."

# History of CTIA's Distracted Driving Initiatives:

**2000** Developed TV PSAs to educate drivers about the dangers of distracted driving.

**2005** Developed TV PSA with CTIA's President and CEO Steve Largent reminding drivers about distracted driving.

**2007** Developed 10 radio PSAs with 10 different driving scenarios to educate and remind people about responsible driving behavior. Scenarios included:

- Teen-focused to tell them to not text and drive
- Bad weather as a time to not use your mobile device
- Offered to co-brand the PSAs to the Governors National Highway Association affiliates; 10 states participated

**2009** Partnered with the National Safety Council to develop a TV PSA and website to tell young drivers and their parents, "On the Road, Off the Phone."

**2010** Released a radio PSA with the National Safety Council as part of its "On the Road, Off the Phone" partnership.

**2010** Worked with the Department of Transportation, Alliance of Automobile Manufacturers, AAA, Centers for Disease Control and Prevention, Governors Highway Safety Association, International Association of Chiefs of Police, National Conference of State Legislatures, National Safety Council and many other organizations to develop model legislation for states to prohibit manual texting while driving.

**2010** Created the Safe Driving Pavilion at International CTIA WIRELESS 2010. Companies that exhibited offered everything from applications that turn off phones and reward teens for not using their phones to solutions for hands-free voice interaction from automotive companies such as Ford and Cadillac.

**2011** Safe Driving Pavilion was again offered at International CTIA WIRELESS 2011 with a dozen companies, including Voice on the Go, Voice Assist, Taser, Phoneguard and Aegis.

**2012** International CTIA WIRELESS 2012 provided companies an opportunity to exhibit at the Safe Driving Pavilion. To highlight the industry's innovation in products and services, CTIA's Emerging Technology (E-Tech) Awards added two new categories:

- Enterprise & Vertical Market Solution: Transportation & Fleet: Products, services and solutions that facilitate fleet safety management, accident management, vehicle tracking, etc.
- Mobile Applications: Automotive, Safe Driving & Transportation: Encourages safe driving habits, enhances and enables the in-vehicle experience, traffic alerts, parking etc.