

Distracted Driving **AWARENESS**



DENSO is invested in creating a society that is free of traffic accidents. We're developing new technologies and products to make cars safer than ever. However, more than 90% of all crashes are caused by human error, such as texting, speeding or impaired driving. Before you get into the driver's seat, it's critical to understand the dangers caused by mental, visual and manual distractions.

3 ways to increase **ROAD SAFETY AWARENESS:**



Remove Distractions

Turn cellphones off and leave early to avoid rushing. Even changing the radio station to find your favorite jam can result in a crash.



Watch the Road

Eyes on the road – always! Check kids' seatbelts and entertainment systems and set electronic devices before driving away.



Keep Hands on the Wheel

Before you even get into the vehicle – eat a snack, program your GPS, turn off your phone, place your purse or wallet way out of reach to avoid temptation.

What DENSO's doing to prevent distracted driving:

Technology

Our facility in Maryville, Tennessee, is creating technology that knows when to take the wheel and assist the driver if an outside hazard or distraction is detected. This reduces accidents and protects drivers, pedestrians and the surrounding environment.

Community

DENSO, B.R.A.K.E.S and DENSO-sponsored National Hot Rod Association drivers launched a Distracted Driving Campaign in April to bring greater awareness to road safety.

Find more safety tips at: bit.ly/densotoolkit

DENSO
Crafting the Core