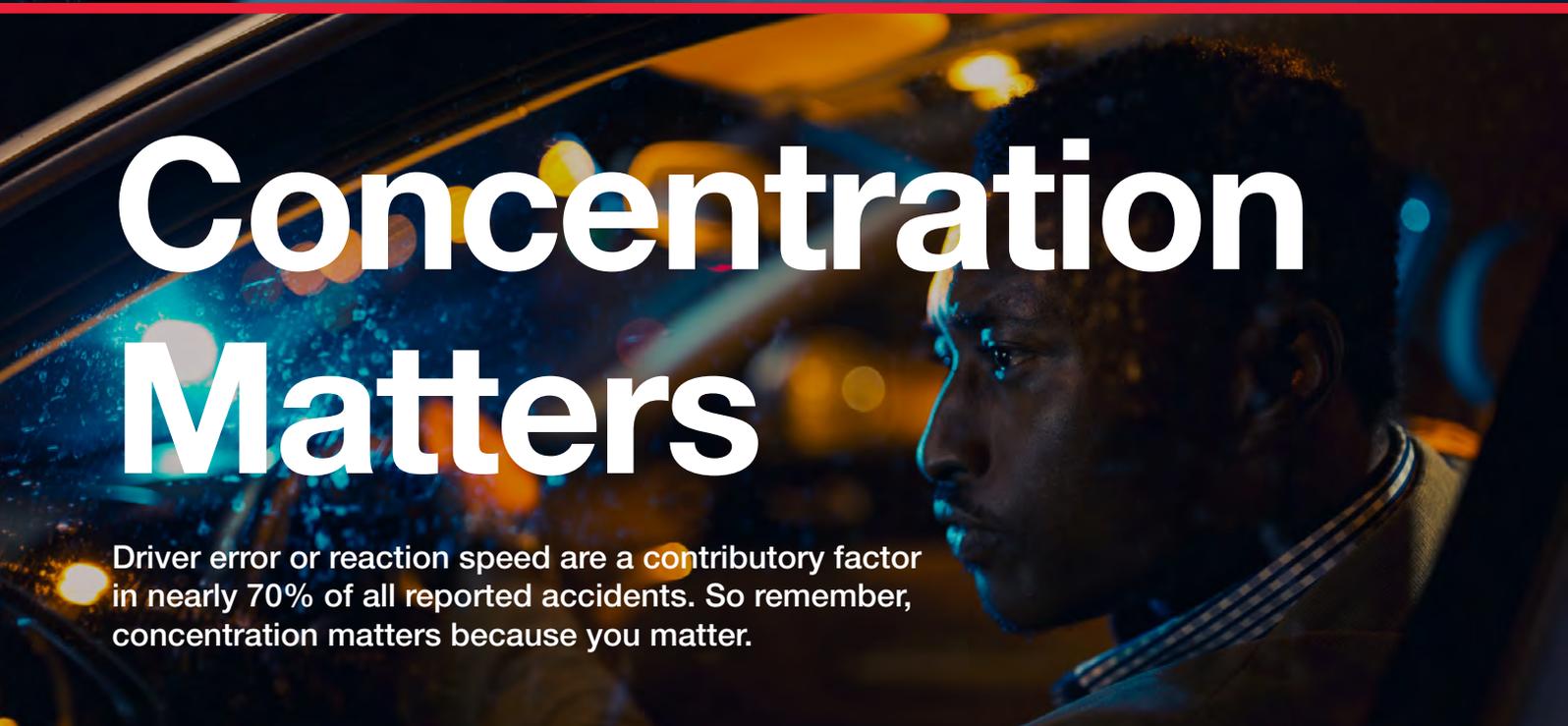




HITACHI
Inspire the Next



Concentration Matters

Driver error or reaction speed are a contributory factor in nearly 70% of all reported accidents. So remember, concentration matters because you matter.



#BecauseYouMatter

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Vehicle Solutions

Dying to send a text?

There are more mobile phones in the UK than people. This means that we are now more contactable than ever before, wherever we are and whatever we are doing, including driving. Surprisingly, given that using a handheld phone behind the wheel has been illegal for over 15 years, 13,000 people are convicted of flouting the law every year.

Research shows that using a mobile phone in any way, even if it is handsfree, substantially increases the risk of being involved in an accident. As attention shifts from the road ahead, drivers react slower to changing situations, start to drift or drive erratically and fail to observe important road signs.

Key facts you need to know:

- 19% of drivers check texts, emails or social media from behind the wheel
- 25% of people have either made or received a call while driving
- 14% of drivers admit to having taken photos or video when their vehicle is moving
- The handheld mobile phone ban still applies if you are stopped at the lights or queuing
- If caught, new drivers (under 2 years) can have their license revoked

Here's what you can do:

- Switch your phone to 'do not disturb' as soon as you get into the vehicle
- Place your phone out of sight so that it won't be a distraction
- Plan ahead and make any necessary calls before you start driving
- If you use a phone based Sat Nav, ensure it doesn't block your view of the road
- Adjust your personal voice mail message to say that you may be driving and so cannot answer the phone



HM Government

Did you know?

Using a hand-held mobile phone when driving can result in 6 penalty points and a £200 fine

www.gov.uk/using-mobile-phones-when-driving-the-law

Texting while driving
increases the likelihood
of a crash by over

2000%

Are you paying attention?

Driver error or reaction speed are a contributory factor in nearly 70% of all reported accidents. This proves beyond doubt that it requires 100% concentration every time you get behind the wheel. After all, driving is already a multi-tasking activity and trying to do anything else at the same time significantly increases the risks for those inside and outside of the vehicle.

It is no exaggeration to say that a moments distraction can impact an entire lifetime. What we see, hear and the emotions we experience, all take our attention away from the road ahead. And, whilst some distractions are by their very nature unexpected, there are key things we can all do to focus more fully on driving safely.



HM Government

Did you know?

Even without an accident, you can still be fined up to £200 plus penalty points for careless or distracted driving

www.gov.uk/stopped-by-police-while-driving-your-rights

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Key facts you need to know:

- You are 3 times more likely to be distracted by something inside the vehicle than outside
- Distracted drivers fail to properly absorb 50% of their driving environment
- 35% of people have taken their eyes off the road to pass something to a passenger
- 80% of drivers admit to engaging in non-driving activities when behind the wheel
- Driver distractions are either cognitive, visual, auditory or physical

Here's what you can do:

- Take time to plan a route or configure your Sat Nav before starting to drive
- Avoid eating or drinking when behind the wheel
- Put your phone in 'do not disturb' mode and place it out of sight
- Look as far ahead as possible to anticipate potential dangers
- Select a radio station or playlist in advance and make sure you can still hear external noises

Feeling stressed out?

Stressed out drivers
are more likely to
be involved in
serious crashes



Did you know?

Stress can't always be avoided but we can learn to manage its impact. Take a look at these top tips for a happier, healthier and safer life.

www.nhs.uk/oneyou/every-mind-matters/stress/

Nearly three quarters of people say they have experienced stress levels which made them feel overwhelmed or unable to cope. Getting behind the wheel while stressed, or experiencing any other heightened emotion, can have a significant impact on our ability to drive safely and can further increase feelings of stress.

Stress can also lead to feelings of anger, resulting in road rage towards other motorists. Research also shows that angry drivers are easily distracted and can often engage in hazardous behaviour such as speeding, tailgating and switching lanes with little advance warning or precautions. In short, stress makes driving more difficult and dangerous for everyone.

Key facts you need to know:

- Work-related stress is a major cause of cognitive distraction and increases the likelihood of an accident
- 66% of people say that their driving ability is affected by their state of mind
- 23% of drivers aged 18-24 say their mental state has a big impact on their driving
- Only 7% of over 55s agree that their driving is affected by their state of mind
- Driving and stress form a vicious circle which can cause drivers to take unnecessary risks

Here's what you can do:

- Tiredness can make situations more stressful, so get plenty of quality sleep each night
- Be realistic about what can be achieved each day and carry out tasks in priority order
- Discover which activities help you to stay calm and schedule time for them each day
- If you experience regular stress, talk to someone. Consult your doctor or a mental health professional
- Allocate plenty of time for each journey, allowing for traffic delays, accidents and adverse weather