

Avoid the Dash to the Dashboard



Dashboard touchscreens create dangerous distractions for drivers ... too high a price for the convenience they offer.

It's more
distracting
than you
think!

More
than
30
studies



Touchscreens
are about
convenience—
NOT safety.

More than 30 studies "show that multi-tasking is less safe".
The brain is distracted from driving when interacting with technology.
Vehicle technologies should prevent crashes, not increase their likelihood.