

Smart Drivers use Apps



40 drivers aged between 18-56 recorded their driving behaviours for 8 weeks

What did they say?

I had to remember to activate the app before I started driving. I struggled to learn how to make exceptions, but now it's fine.

Female, 26

I'm less aware of my phone. On long drives, I usually get a bit bored and check for messages, but I didn't feel the need. I actually like the fact that when I'm stopped and safe I can read through all the messages. I feel like a better/more responsible driver.

Female, 35

There's no experience to describe, because nothing happens! I actually forget, and then I might notice a message once I'm home or at my destination.

Female, 42

With continued use, I could see myself completely ignoring the phone on most, if not all, journeys.

Male, 30

Be Smart, Be Safe & Activate an App