

NHTSA's Approach to Cognitive Distraction



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Driver Distraction

Visual



Manual



Cognitive



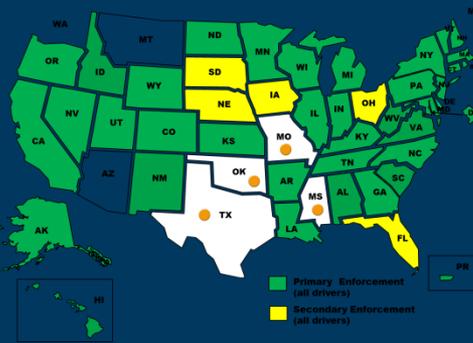
NHTSA's Approach to Distraction

- NHTSA addresses safety problems from all angles

Better Data



Legislation



Enforcement



Education/Outreach



www.distraction.gov

Technology is Part of the Solution



Cognitive Distraction

- Can't tell people what to think or when to think it!



Phase 3 of NHTSA's Driver Distraction Guidelines

Crash Avoidance Technologies



Safer Drivers. Safer Cars. Safer Roads.

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