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# A Future of Connectivity & Addressing Distracted Driving

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# Agenda

- Distracted Driving Overview
- Demand for In-Vehicle Technologies
- Nissan and Connected Services
- Design Strategies
- ThinkFast! Teen Driver Education

# Distracted Driving Overview

- Driver Distraction is *any* activity that could distract the driver away from his/her primary task – driving.
  - Texting
  - Eating/Drinking
  - Navigating (Reading a map, Using a navi system)
- In 2012 → 3,328 people were killed & 421,000 were injured in distraction-related crashes.\*
- Texting while driving is of particular concern
  - 71% of teens/young adults say they have composed & sent a SMS message while driving\*
  - 78% of teens/young adults have read a SMS message while driving\*
  - Almost half of adults admit to texting while driving\*\*

\*NHTSA ([www.distraction.gov](http://www.distraction.gov))

\*\* *Commuter survey conducted by ResearchNow on behalf of AT&T*

# Customer Desire for Connectivity

- PewResearch Estimates as of January 2014:
  - 90% of American adults have a cell phone
  - 58% of American adults have a smartphone
  - 42% of American adults own a tablet computer
- Strong customer desire to link commonly used infotainment and connected services to their vehicles:
  - Portable digital music players (iPod, etc)
  - Navigation services
  - Calendar activities
  - Social media



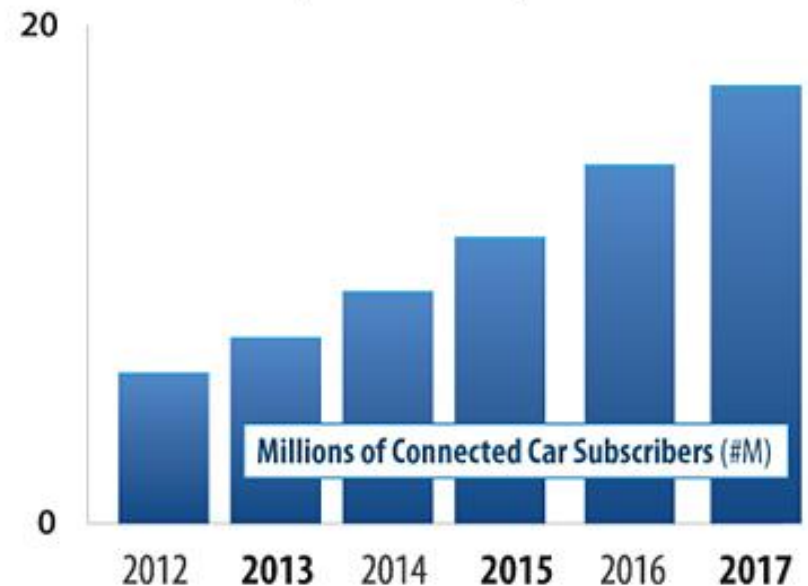
# Proliferation of Connected Vehicles

## By 2017:

- 17.6 Million consumers subscribed
- Connected vehicles will make up 47% of all new vehicle sales
- 90% of Nissan models will be connected
- Over 3 million Nissan connected vehicles in operation

## U.S. Connected Car Subscribers

(2012 - 2017)



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# What are Vehicle Connected Services?

Connected Services:  
Bringing innovative technology to the vehicle three different ways



## "Beamed-In"

Radio & Satellite  
Example: SiriusXM

One-way

Broadcast Data



## "Built-In"

Embedded Cellular/Telematics  
Example: LEAF CARWINGS

Telematics



## "Brought-In"



Smartphone  
Example:  
NissanConnect Apps

Smartphone Apps



Vehicle



# NissanConnect Apps Overview

## NissanConnect Apps

Nissan's global smartphone connectivity platform

### Benefit

Seamlessly connect your digital life to your in-vehicle experience

### Available Vehicles

MY14 Altima, Rogue, Sentra, Xterra, Frontier

### Process

Download NissanConnect App → Enroll → Sync device to vehicle

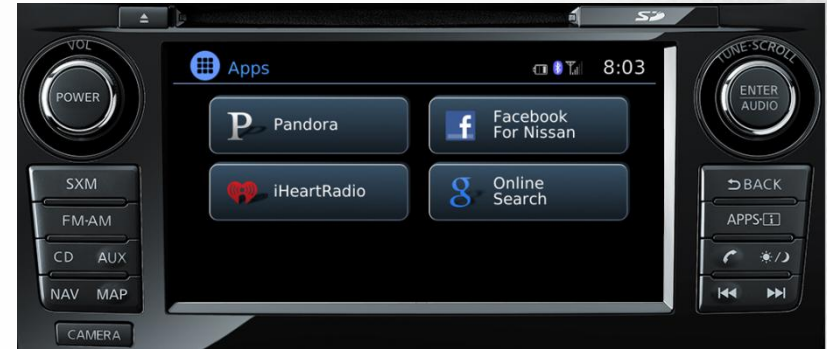
### Examples of Available Apps:



\*App availability is dependent upon consumer device. See slide 10 for additional details.

# In-Vehicle Technologies

## Nissan Connect





# Driver Distraction: Design & Evaluation

- We want to make systems that help improve the way people want to stay connected in our vehicles
- Standard industry practices exist for HMI development, and like other OEMs, we apply internal expertise and industry practices to create designs that help reduce distraction.
- We commonly use ISO and SAE standards, as well as research from many sources - including academic research - to guide development of HMI. Nissan is active in the ISO & SAE communities developing these standards.
- Nissan recognizes that distracted driving is a serious issue and continuously evaluates our designs using guidelines from sources like NHTSA, JAMA, and AAM to help reduce distraction whenever possible.
- **Ultimate Goal? Hands on the Wheel. Eyes on the Road.**

# ThinkFast! Teen Driver Safety Program



- Nissan partnership with State GHSOs (Governor's Highway Safety Office) to sponsor ThinkFast! program
- ThinkFast is a teen driver safety program that uses an interactive game-show format to educate students on topics such as:
  - Distracted Driving, including Texting While Driving
  - Drinking & Driving
  - Seat Belt Usage
  - Graduated Driver's Licensing Laws

# ThinkFast! Teen Driver Safety Program

- Nissan Sponsorship:
  - In 2012-13, sponsored 75 programs in Tennessee
  - In 2013-14, sponsoring 115 programs in TN, MS, and MI
- Incorporates safe driving education - along with current events, music, and movies - into trivia questions
- Programs held at high schools statewide, often targeting those schools with high teen driver fatality rates
- Program is high-energy and interactive. Teens learn facts and skills to help navigate challenging situations.



# ThinkFast! Results

- Feedback is very positive in post-event surveys
- Increase in student knowledge
  - **~ 20-30 point increase between pre- and post-event**
- Schools proactively contact GHSO to ask if they can have the program again the following year

*My teachers were amazed with the ability of the hosts. They were able to captivate an audience of over a 1000 teenagers with very little teacher assistance. The students described the event as entertaining, educational, and challenging. We definitely look forward to inviting your team back to Siegel in the future.*

*-Principal, Siegel High School*

*It was AWESOME!!! Very organized, very well done, and our students really enjoyed it!*

*I give it an A+ for sure!*

*-Assistant Principal, Central Magnet School*



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**THANK YOU!**

