



wake.up.now.

every driver's personal assistant.

A photograph of a severe car accident involving two vehicles. The vehicles are heavily damaged, with crumpled metal and shattered glass. The scene is set on a road with a guardrail visible in the foreground. The entire image is overlaid with a solid blue filter. White text is superimposed on the left side of the image.

a fatal automobile accident
every 15 minutes.

A photograph of a person sleeping in the driver's seat of a car. The person's head is resting against the window, and their eyes are closed. The image is overlaid with a semi-transparent blue filter. The text "1 in 25 drivers reported sleeping at the wheel..." is written in white, bold, sans-serif font across the center of the image.

1 in 25 drivers
reported sleeping
at the wheel...

A woman with long dark hair is seen from the side, driving a car. She is looking down at her hands on the steering wheel. The image is heavily tinted with a solid blue color. The text "... in the past month." is overlaid in white, sans-serif font across the lower half of the image.

... in the past month.

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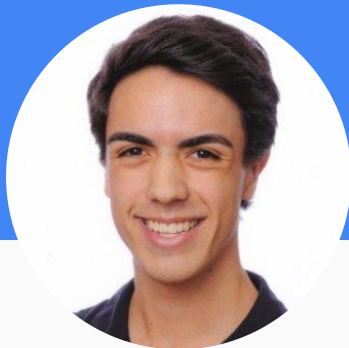
keeps you alert at the wheel
via hands-free Fitbit
smartphone integration.

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