



Data Processing for Safer Roads

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Statistics

Car crashes are the No. 1 killer of teens in America.

Crashes cause far more teen deaths each year than homicide, suicide, cancer and drugs.¹



With no adult passengers, the risk of 16- or 17-year-old drivers being killed in a car crash increases 44% with one passenger under the age of 21;

it doubles with two young passengers, and quadruples with three or more young passengers.⁴

Why Target Teens and New Drivers?

The number one killer of teens is motor vehicle crashes.



In half of fatalities, the teen was not wearing a seat belt.



Driver Behavior and Error

39 percent of teens said they have ridden with a teen driver who was texting, and 95 percent said they think other teens have done so.

43 percent of teens reported riding as a passenger with a teen driver who was talking on the phone.



Who is at Risk?

PEOPLE OTHER THAN TEEN DRIVER

INJURED

KILLED

OCCUPANT OF
ANOTHER VEHICLE



48%

29%

OTHER PASSENGERS



17%

27%

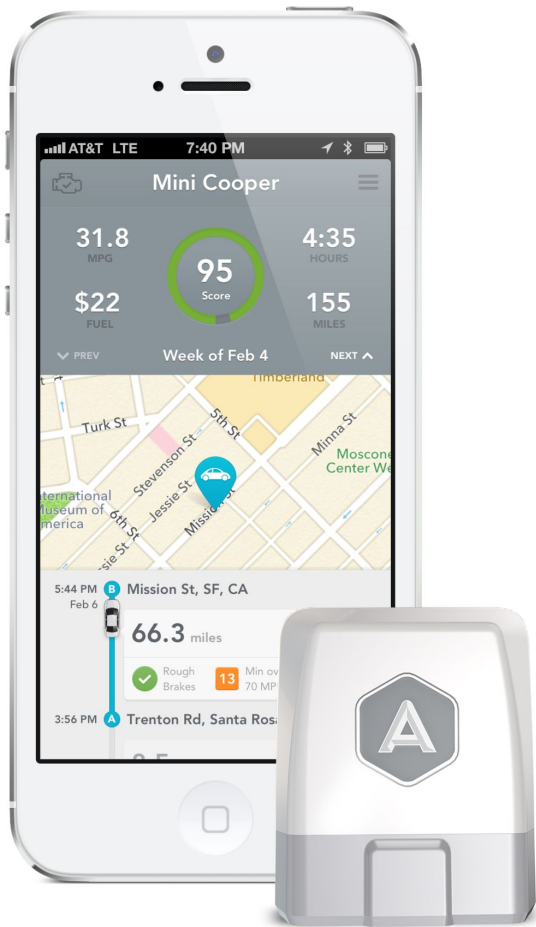
PEDESTRIAN,
BICYCLIST, ETC.



2%

10%

Existing Solutions



Primary Data Analysis

- Braking speed
- Fuel efficiency
- Speed

Intended for

- Tracking driving behavior
- Parents tracking their teen drivers



Lack of Complete Prevention Solutions

Proposal:

A complete solution that tracks and analyzes a driver's behaviors and informs potential hazardous habits in an effort to create safer drivers.