

# The True Cost of Distracted Driving



See What All The Buzz Is About...

Number of Vehicles	1,000
Crash Rate (Per Year)	5%
Total Crashes	50
% Attributed to DWD (Driving While Distracted)	15%
Total Crashes Attributed to DWD	8
Fully Allocated Cost Per Crash, Property Damage Only, Non Injury	\$25,000
Fully Allocated Cost Per Crash, Injury	\$150,000
Fully Allocated Cost Per Crash, Fatality	\$3,600,000
Weighted Average Cost Per DWD Crash (Per Year)	\$85,750
<b>Total Cost of DWD Crashes (Per Year)</b>	<b>\$643,125</b>
% of DWD Crashes Averted	50%
Total DWD Crashes Averted	4
Total Savings From Averted Crashes	\$321,563
ZoomSafer Total Cost (Per Year)	\$120,000
<b>Total Savings from Averted Crashes, Including ZoomSafer Costs</b>	<b>\$201,563</b>
Additional Savings From Fewer Plaintiff Actions & Reduced Liability	\$\$\$