When the Car Becomes the Distraction

Presented by: Jake Fisher, Director of Auto Testing

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DISTRACTED DRIVING IS NOTH NG NEW
BUT SOMETHING HAS CHANGED
Smartphone Penetration of Mobile Phone Market
Smartphone Penetration of Mobile Phone Market

THE AUTO INDUSTRY RESPONDS!
Satisfaction with Vehicle Attributes

2017 Consumer Report Owner Satisfaction Survey: Owners who were “Very Satisfied”

- Driving Experience: 80%
- Comfort: 70%
- Styling: 80%
- Infotainment System: 50%
What can I help you with?
Satisfaction with Vehicle Attributes
2017 Consumer Report Owner Satisfaction Survey: Owners who were “Very Satisfied”

- Driving Experience
- Comfort
- Styling
- Infotainment System
- Voice Controls
THE AUTO INDUSTRY Responds!
Showcasing the Best Tesla Vanity Plates

Deutsche Bank Tesla upgrade, the Germans are warming up to Tesla Motors

How to Use the Tesla Navigation Controls
CAN TECH SOLVE THE TECH PROBLEM?
Satisfaction with Vehicle Attributes
2017 Consumer Report Owner Satisfaction Survey: Owners who were “Very Satisfied”

- Driving Experience
- Comfort
- Styling
- Infotainment System
- Voice Controls
- Automatic Emergency Braking
- Lane Keeping Assist