



A TEXT IS A 5 SECOND
BLINDFOLD

Texting while driving is illegal in Colorado.



5 SECOND FOLD

is illegal in Colorado.

EYES ON THE ROAD. NOT ON YOUR PHONE.

Texting while driving is against the law in Colorado and law enforcement officers are cracking down. With distracted driving-related accidents on the rise, it's time to put down the phone.

Lose the blindfold and drive distraction-free.



A TEXT IS A BLIND

Texting while driving

KNOW THE FACTS

61 The number of people killed in distracted driving accidents in Colorado in 2013 (FARS)

\$100 The fine Colorado drivers can face for texting while driving.

3x The increased likelihood of getting in an accident while using a cell phone or similar device. (VTTI)

4.6 The average number of seconds that texting diverts a driver's eyes, the equivalent of driving the length of a football field at 55 mph. (VTTI)

39,540 The number of distracted driving crashes in Colorado from 2010 through 2012. (CDOT)

1/4 The amount of teens who respond to a text every time they drive.



**LOSE THE BLINDFOLD.
Drive distraction-free.**

ATTENTION, PLEASE!

Just because you're not texting doesn't mean you're driving distraction-free. These are also common distractions:

- Focusing on kids, pets or other passengers
- Reading maps or looking at your GPS
- Adjusting a radio, CD player or MP3 player
- Eating lunch on the go
- Drinking coffee on your way to work
- Watching a video
- Shaving or applying makeup

Learn more at DISTRACTION.GOV