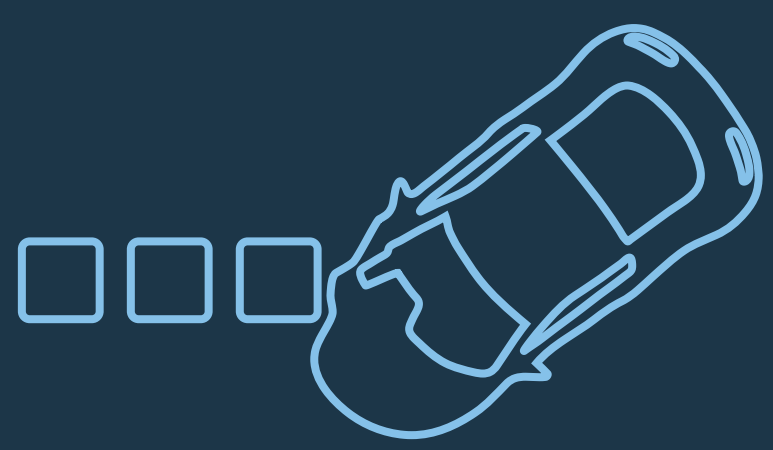


# Emotional distraction puts even excellent drivers at risk.

And everyone else around them.



**94%**  
of accidents are caused by human error



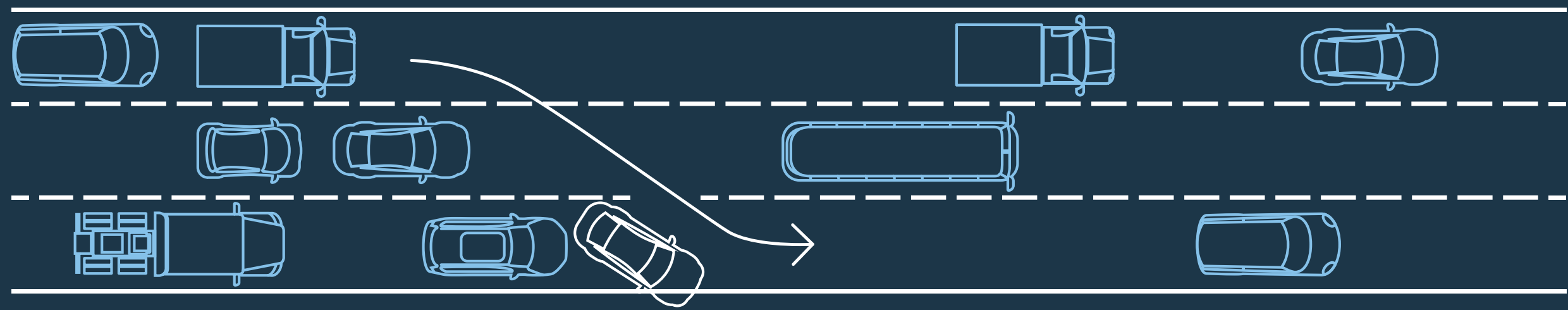
Drivers are **10x** more likely to get into an accident when emotional

## When emotional, even excellent drivers may falter



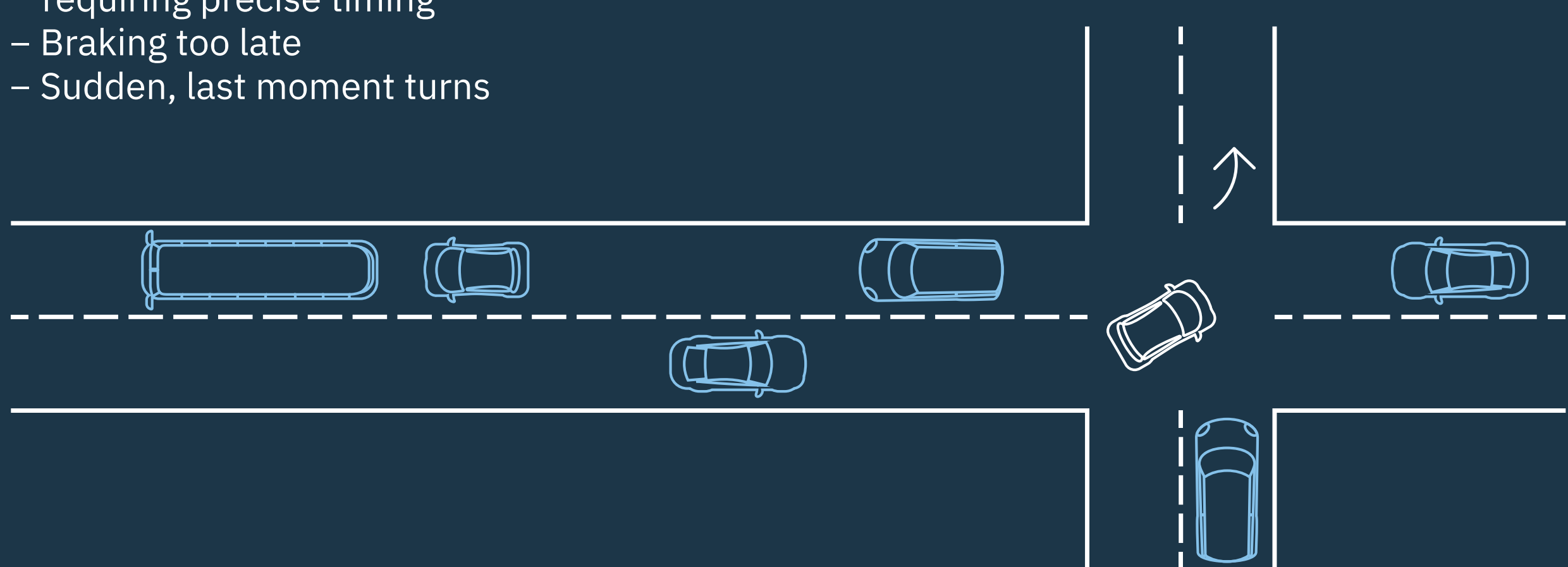
### Risky Behavior

- Dangerous maneuvers & abrupt lane changes
- Speeding, going too slow, disregarding road or weather conditions



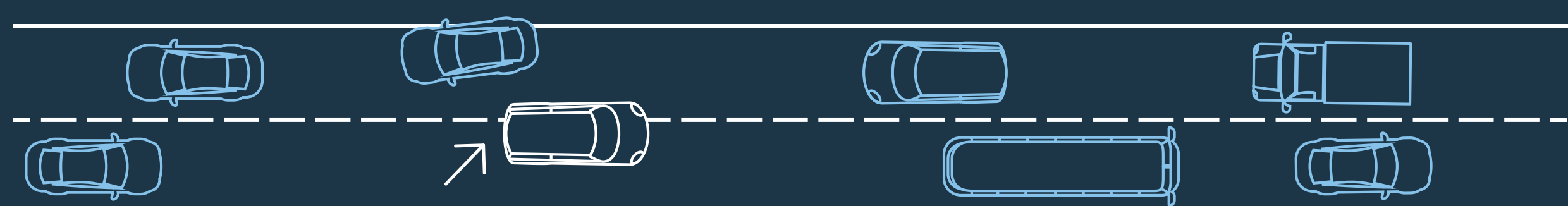
### Reduced reaction times

- Inability to perform driving maneuvers requiring precise timing
- Braking too late
- Sudden, last moment turns



### Inattentiveness

- No turn signals, floating into other lanes
- Fail to recognize current traffic situations



Drivers distracted by their emotions are among the top causes of car accidents.

To learn more about how IBM and Watson can keep drivers safe: [ibm.co/CarsThatCare01](http://ibm.co/CarsThatCare01)