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Driver distraction tops connected car concerns

More than half of businesses say they are concerned about their company drivers being distracted by in-car technology with the introduction of connected cars to their fleet, according to new research by RAC Business*.

The survey, which highlights employers' attitudes towards increasing connectivity in business vehicles, found 51% are concerned about their drivers being distracted, rising to 55% for small businesses (100 employees or below).

Although it is widely recognised that Wi-Fi enabled vehicles will lead to increased safety features, at the same time there are worries that access to the internet and email through inbuilt screens on the dashboard, may also lead to an increased level of driver distraction.

More than one in three firms (35%) also say they are worried about driver data being hacked following the introduction of connected cars to their fleet, and almost one-in-five (18%) are concerned that more autonomy through connected services will take too much responsibility away from the individual driver.

The research by RAC Business also investigated what UK firms expect in terms of the benefits of connected car technology. According to the research 83% think it will be used to diagnose engine faults, 72% believe connected technology will increase fuel efficiency and 67% think it will help to reduce wear and tear.

However, RAC Telematics MD Nick Walker suggests the level of insight fleet managers require in order to understand how their vehicles are performing, may not be available without a specialist diagnostic device such as a telematics black box.

He says: “Connected vehicle technology represents an exciting new chapter in motoring but we feel businesses need to be clear about what it means for their vehicles, both in terms of safety and security, but also for vehicle management.

“While connected vehicles will benefit from being able to communicate with each other and with the environment around them to make driving safer, it may not necessarily be the case that it will deliver real insight on engine performance statistics and diagnostics. Fleet managers require consistent data from their fleet to be able to fully manage downtime and risk.

“A telematics device installed directly into the diagnostics port of the vehicle is the most accurate and reliable way of monitoring vehicle health and driver performance for each individual car, van or truck across the fleet.

“RAC Telematics, for example, is able to access many more fault codes across the vast majority of makes and models than other available devices making much more data available to fleet managers.

“As connected technology develops further in the transition to autonomous vehicles, telematics will be even more important for businesses needing to understand vehicle and driver behaviour.

“Clearly all these new technologies will complement each other in providing businesses with unprecedented levels of vehicle support. But at the moment, from what our research tells us, there is still work to do in terms of communicating exactly what connected technology means for drivers and fleet managers.”

For more information about RAC Telematics, go to:

www.rac.co.uk/business/telematics

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Notes to Editors

*Research carried out among 500 UK businesses by 3Gem Media, on behalf of RAC Business during May 2016.

About the RAC

With more than eight million members, the RAC is one of the UK's most progressive motoring organisations, providing services for both private and business motorists. Whether it's roadside assistance, insurance, buying a used car, vehicle inspections and checks, legal services or up-to-the-minute traffic and travel information – the RAC offers a solution for all motoring needs. The RAC is committed to making motoring easier, safer, more affordable and more enjoyable for drivers and road users.

The RAC is the motorist's champion and campaigns to support the interests of its members and UK motorists at a national level, including advancing levels of road safety, supporting the needs of young drivers and voicing concerns about the increasing cost of motoring. The RAC's annual [Report on Motoring](#) – first published in 1989 – provides a clear insight into the concerns and issues facing today's motorists.

For the very latest news on UK fuel prices, check [RAC Fuel Watch](#) or follow [#racfuelwatch on Twitter](#). This is a comprehensive guide to the latest UK unleaded petrol and diesel prices – both at the wholesale level and at the pump. RAC Fuel Watch analyses how prices changed through the previous month and compares the most recent prices with those from three, six and 12 months before.

Key facts:

- RAC patrols fix four out of five vehicles at the roadside and on average within 30 minutes
- RAC vans carry more than 500 parts and tools to get members' vehicles going again
- 92% of members would recommend RAC Rescue to their friends and family

Contacts



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