

AAA – lets ban thinking while driving:

The [AAA Foundation for Traffic Safety](#) has released the results of the latest distracted driving study that was performed by researchers at the U of Utah. The conclusion based on the study findings was that all activities, other than concentration on driving the vehicle, are a distraction and drivers should avoid them.

Todd Mozer (Sensory CEO) had previously observed that the goal of the AAA was “to ban thinking while driving”. What the AAA appears to be doing is somewhat similar to the Prohibition laws of the 1930s which banned drinking of alcoholic beverages. They are attempting to ban an activity that is highly popular with drivers. Rather than this – a smarter approach would be to accept the reality that drivers want to use their mobile phones while driving and encourage the use of hands-free technology which makes these activities safer.