

UbiCar Insurance – 12 November 2018

Northern Beaches Safest Driver Competition Uncovers Notorious Stretch of Road Where Motorists Are Most Distracted By Their Phones

Around 800 motorists competed to be the safest driver on Sydney's Northern Beaches during October using the free UbiCar app with most guilty of phone distraction despite saying they wouldn't be.

"Only twenty-two percent of competitors felt they used their phone while driving yet in reality two thirds of drivers did," said Carolyn Batterton Co-Founder of UbiCar.

"Warringah Road heading east from Alfred Street to Pittwater Road in Dee Why recorded the highest number of motorists distracted by their phones while driving," said Ms Batterton.

"Phone distraction improved over the course of the competition with 67 percent of entrants using their phone while driving in week one dropping to 60 percent by the end of the month."

"Shockingly school drop off and pick up is peak time for drivers to be distracted by their phones while driving compared to any other part of the day."

"Many people don't realise how often they check their phones while driving and when the UbiCar app points it out they are more aware and mindful not to reach for the phone when stopped at lights or in slow traffic," she said.

The free UbiCar app uses patented telematics technology to automatically measure phone distraction, speeding, acceleration, braking and cornering after its downloaded onto your smartphone.

Telematics technology is used in over 20 countries with a proven record of changing driver behaviour –motorists improve their driving by ten percent within the first week.

Bilgola Plateau mother of two, Cerian Brondum who has been crowned Northern Beaches Safest Driver, winning \$2000 in prize money said not only did it make her more focused on the roads it also started family conversations about road safety.

"My 13 and 11 year old children know the road rules better than most drivers as this competition triggered their interest in road safety and seeing my name on the leaderboard led to lots of squeals of excitement," said Mrs Brondum.

"Not only is it interesting to find out if you are as good a driver as you think you are but it brings out a competitive streak I didn't even know I had and a lot of family fun."

Northern Beaches Council is the first in Australia to encourage locals to compete to be the safest driver and believes other councils should do the same.

“The Northern Beaches Safest Driver competition has been a huge success with over 800 enthusiastic locals taking up the challenge to test their driving skills,” said Mayor Michael Regan.

“We’ve seen dads versus daughters, husbands versus wives as well as friends and colleagues competing for the best driving score and be crowned Northern Beaches Safest Driver,” said Mayor Regan.

“While many may have signed up fuelled by their competitive streak, it has been great to see our community drive a little safer along the way.”

“I’m so pleased Northern Beaches Council is able to lead the way and be the first local government to take part in this fantastic concept.”

Winners of Northern Beaches Safest Driver Competition -

- 1st Cerian Brondum, Bilgola Plateau, \$2000 in prize money
- 2nd Scott Martin, Freshwater, \$1000 in prize money
- 3rd Nuala Quigley, Warriewood, \$700 in prize money

About UbiCar

UbiCar is a free app you download onto your smartphone, using telematics technology that automatically runs in the background while you are driving measuring your speed, cornering, phone distraction, braking and acceleration.

Telematics technology is used in 20 countries and proven to lead to an average reduction of 35 percent in phone distraction, 20 percent in hard braking and 20 percent in at-risk speeding all within 30 days of using the program.

For more information visit www.ubicar.com.au

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