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## Young Drivers in Denial of Distracted Driving Risks, Survey Finds

Young drivers continue to drive distracted but do not believe they are at risk, according to a survey conducted by Bridgestone Americas, Inc.

More than 2,000 drivers between the ages of 15 and 21 responded to the survey, answering questions regarding their driving habits. The survey found that one third of the young drivers read text messages while driving, while 25 percent of the respondents said they did not think talking on the phone while driving is dangerous. While two-thirds of the respondents said they were very safe drivers, only half of them say their parents would agree to that assessment. And while the survey found that girls participate in distracted driving behaviors more than boys, the majority of teenagers and young adults that responded to the survey stated their parents engaged in distracted driving behaviors more than they did.

"Distracted driving is an epidemic on America's roadways, and our youngest drivers are among the most at risk," said U.S. Transportation Secretary Ray LaHood in a statement. "I applaud Bridgestone for showing leadership on this issue and encouraging teens to take action against distracted driving."

To coincide with these survey results, Bridgestone is sponsoring the Teens Drive Smart Video Contest, in which students ages 16-21 can create short auto safety-themed videos that encourage peers to make better decisions behind the wheel.

"People often believe they drive safely and responsibly, especially our newest drivers," said Angela Patterson, Manager of Bridgestone's Teens Drive Smart Program, in a statement. "However, we need to reinforce that it only takes one time—one sip of coffee, one change of the radio station, one glimpse at the cell phone—to cause or be involved in a crash that could have dire consequences."

The Teens Drive Smart Video Contest is accepting submissions through June 22. The top 10 videos will be posted online for public voting, and the three videos with the most votes will win college scholarships (\$25,000 for first place, \$15,000 for second place, and \$10,000 for third place). More information on the competition can be found at [TeensDriveSmart.com](http://TeensDriveSmart.com).

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