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MEDIA RELEASE



SURVEY REVEALS RISKY MOBILE USE AMONG OUR YOUNG DRIVERS

Two in three young Australians admit to talking illegally on their mobile phone without a hands-free kit while driving, leading to major driver distraction and lack of concentration on our roads, a survey has revealed.

The research, commissioned by Winplus Australia, has revealed some disturbing driving trends across Australia among the 18-34 age bracket.

The results showed that 79 per cent of respondents, or 3.9 million young Australians, admitted to talking or texting while driving, with four in five acknowledging that they pay less attention to the road when doing so.

New South Wales drivers were the worst offenders in the survey, with 74 per cent of young people in the state admitting to not using a hands-free device, compared to the national average of 67 per cent.

Alarmingly, one in ten drivers surveyed admitted to being involved in an accident which they believe could have been avoided if they had not been using their mobile phone in a dangerous manner.

Unfortunately for some drivers, using a hands free device to make mobile phone calls can still be complicated and distracting. Winplus Australia has recognised this and have now released a new range of Bluetooth hands free devices under the company's Yada brand designed to be easily paired with all Bluetooth-enabled mobile phones, reasonably priced and reliable.

"Drivers using a mobile phone without a hands-free device are putting both themselves and others at risk. We are urging drivers to consider safer methods of communication when behind the wheel of a vehicle," CEO of Winplus Australia, Mr Chris Borschman said.

"The cost to buy a hands-free device is usually cheaper than the cost of a fine," he said.

Mr Borschman was pleased to note that the research showed hands-free equipment was very popular, but was concerned with the number of people admitting to illegally using their mobile phone when driving.

"Our research has shown that just over half of young Australians own and use a Bluetooth device in the car, which is great news. However, many are still taking too many risks by using a hand held mobile while driving."

"One common reason for this is that many Bluetooth devices are hard to pair with mobile phones, offer poor sound quality and require manual reconnection to the Bluetooth device each time it is disconnected – they are simply not convenient or easy to use.

"Drivers need products that are simple to use and have auto-connect and answer functions, where users will not even need to touch their phones while driving. We all need to take more care on our roads, and using a device like a Bluetooth hands free unit will help people do just that. The 'Yada' range has been designed to help drivers establish safer driving practices."

Further information: www.winplus.com.au/bluetooth.html

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