

TECHNOLOGY TRANSFORMING TRANSPORTATION

Innovation to Eliminate Distracted Driving

Experience the technologies shaping the future of road safety.



WHEN
Thursday,
October 15, 2026



WHERE
IIHS-HLDI Vehicle Research Center
Ruckersville, Virginia

Livestream is open to all, in-person attendance is by invitation only.



HOSTED BY
National Distracted
Driving Coalition (NDDC)

WHY IT MATTERS



10,000+
LIVES LOST
in distraction-affected
crashes yearly.

Distracted driving is deadly, costly, and often underreported. Crash-related costs linked to distracted driving reached **\$98 BILLION in 2019.**

Technology is one of our strongest tools to prevent crashes and save lives. This event turns research into real-world solutions.

WHAT MAKES THIS EVENT UNIQUE



LIVE CRASH TEST EXPERIENCE

See safety science in action.



HANDS-ON TECHNOLOGY SHOWCASE

Explore solutions available today.



HELD AT THE WORLD-RENNOWNED IIHS VEHICLE RESEARCH CENTER*

*In-person attendance is by invitation only.

Please scan the QR code below to register for the livestream, which is open to all.

WHAT YOU'LL EXPERIENCE



LIVE CRASH TEST AND DEBRIEF

See how crashes happen and how technology helps prevent them.



DRIVER ATTENTION & INTERIOR SENSING

Learn how AI can detect distraction and support safer driving.



PHONE & VOICE ASSISTANTS

Discover tools that reduce temptation and keep your eyes on the road.



AI-POWERED ENFORCEMENT

See how technology improves detection and deters risky behavior.



CONNECTED ROAD HAZARD ALERTS

Get real-time warnings about what's ahead.

GET NOTIFIED

Scan the QR code to be notified when details are released for the NDDC Technology Transforming Transportation **livestream**



WHY OCTOBER 15?

This event coincides with **National Do Not Disturb While Driving Day**, observed annually on the third Thursday of October creating a nationwide call to action for safer roads.

SAVE THE DATE!

Be part of the movement to eliminate distracted driving through innovation.

