

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.

Livestream

Scan the QR code to **register**
for the public livestream.
Please see the agenda for
details on livestreamed
sessions.



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.

