

A safe start

Your first 45 seconds define your journey

1

The digital handshake (0–15 seconds)

- Navigation first: input your destination while the car is in 'park.' Mapping mid-drive increases cognitive load by 40%.
- The audio audit: select your playlist or podcast. If you need to change it later, wait for a red light or use voice commands.
- Phone stowage: place your phone in the wireless charger or glove box.

40%

Increase in mental distraction when setting gps while driving ¹

2

The ergonomic reset (15–30 seconds)

- The 90° rule: ensure your seat is upright. Leaning too far back delays your reaction time and reduces peripheral vision.
- The mirror check: even if you drove the car yesterday, re-align for a true view.
- The seatbelt snap: the physical click of the belt is the psychological trigger that the transition is complete.

15%

Reduction in stress when following a pre-drive ritual ²

3

The spatial scan (30–45 seconds)

- 360° awareness: check your surroundings physically, then verify with your vehicle's cameras and look for 'low-visibility.'
- The 'future-self' exit: if possible, reverse into your spot. It makes your next clean start effortless and significantly safer for exiting into traffic.



1 in 5 fleet accidents happen in a parking environment ³

¹ AAA Foundation for Traffic Safety ("Measuring Cognitive Distraction" study conducted with the University of Utah)
² Harvard Business School (HBS) and the University of Nottingham (Human Factors Research Group) - [Study](#)
³ National Safety Council (NSC) and Insurance Institute for Highway Safety (IIHS) - [SafetyHuddle](#)

