



P.O. Box 105396  
Atlanta, GA 30348-5396

April 2, 2016

Mrs. Mary T. Barra  
General Motors Company  
P.O. BOX 33170  
Detroit, MI 48232-5170

Mrs. Barra,

This is a plea from a fellow CEO. As leader of Good2Go® Auto Insurance, I've witnessed first-hand the dangerous consequences associated with distracted driving. With April being Distracted Driving Awareness Month and related accidents at an all-time high, I implore you to temper and control technological distractions in new GM vehicles.

Distracted driving, such as texting or dialing a cell phone, is a major contributor to auto accidents in the United States. In fact, in 2013, 10% of fatal crashes and 18% of all injury crashes were caused by distracted driving. Worse, distracted driving contributed to 3,154 deaths and 424,000 injuries in motor vehicle crashes.<sup>1</sup>

Here at Good2Go® we prioritize our drivers' safety over all else. Our Cell Phone Safety Discount, which rewards drivers who install a text blocker in their car, is just one of the many ways we encourage safe driving practices. I am writing to ask you to join us in the fight against distracted driving rather than perpetuate the problem by adding more and more uncontrolled technology to new vehicles.

As a long-term marketing professional, I clearly recognize the attraction that a virtual car might have to consumers. Surely, GM has the engineering savvy to make the benefits of "connectedness" available to occupants of the vehicle while protecting drivers from distraction. Unfortunately, I have instead found that GM actually seems to encourage distracted driving through the touting of your Wi-Fi capabilities, your OnStar system, and standard Bluetooth.

These "connected" vehicles might have been made with passenger entertainment in mind, but in actuality they're drawing drivers away from the ultimate task, driving. GM has offered models with Bluetooth technology standard for years. But even using a hands-free device to control a cell phone can delay a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent. Whether the technology is hands-free or not, there is a significant, four-fold increase in accident potential.<sup>2</sup>

Wi-Fi capability is the latest technology being pushed by GM. The 2015 Chevrolet Corvette, Impala, Malibu and Volt were the first to come equipped with 4G LTE.<sup>3</sup> 30 GM models are now equipped to transform into mobile hotspots that can power up to eight different smartphones, tablets, laptop computers and other devices.<sup>4</sup> There are corporate goals to further that technology, including development of third party apps from retailers.<sup>5</sup> All of this interactive technology requires higher-level visual and audio functioning, which distracts the brain from the most important task, which is driving safely.<sup>6</sup>

It is imperative that GM begins to prioritize the safety of its drivers over the attractiveness of technology as a selling feature. I hope you agree and take the actions necessary to help eliminate this epidemic. Help us combat distracted driving by intelligently managing all distracting technology on new GM vehicles from this day forward.

Sincerely,

A handwritten signature in black ink that reads "Joe DeLago". The signature is written in a cursive, flowing style.

Joe DeLago  
CEO  
Good2Go Auto Insurance

1 U.S. Department of Transportation, National Highway Traffic Safety Administration

2 <http://www.distraction.gov/>

3 <http://www.autotrader.com/car-tech/got-wifi-cars-with-wifi-hot-spots-keep-drivers-connected-226747>

4 <http://www.cbsnews.com/news/gm-is-making-your-car-a-rolling-wi-fi-hotspot/>

5 <http://fortune.com/2015/03/27/a-peek-into-gms-connected-car-future/>

6 <http://www.npr.org/templates/story/story.php?storyId=122450098>