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June 10, 2014

Great movie theater ad about distracted driving

Check out this vid from Volkswagen about distracted driving. It's not motorcycle related but it brings the point home. http://www.youtube.com/watch?v=JHixelr_6BM

Here's a pretty brilliant way to get people to stop texting and driving. Volkswagen played a new ad before the previews at a movie theater in Hong Kong recently. The first 10 seconds were of a car driving down a road, from the driver's point of view. Then they sent a text message to everyone in the theater at the exact same time...and when people looked down to check their phone, the car CRASHED. Then a message about texting and driving popped up on the screen.