

Driving Safety

Information, insights and resources
to help improve fleet and driver safety

Driver distraction is evolving

Driver distraction remains one of the biggest risks facing New Zealand's roads, but it's not always what we think.

While mobile phone use continues to receive much of the attention, advances in technology are helping us better understand the many other distractions that can take a driver's eyes and mind away from the road.

In this month's edition:

- Explore the latest Guardian Insights.
- Take part in our poll and tell us what distracts you behind the wheel.
- Discover practical solutions to help reduce distraction across your fleet.
- Celebrate the opening of the Australasian Fleet Champions Awards.
- Revisit one of our favourite In the Driver's Seat episode featuring Greg Murphy.

New Guardian Insights: A clearer picture of driver distraction

Guardian by Seeing Machines has analysed more than **83,000 verified distraction events** captured across **6,098 commercial vehicles** over the 12 months to 31 March 2026, providing one of New Zealand's most comprehensive insights into driver distraction.

The latest findings show:

- ✓ Verified mobile phone distraction has reduced by 16% compared with the previous year.
- ✓ New Visual Attention Tracking System (VATS) technology is providing a much clearer understanding of the many other distractions competing for driver's attention.

While it's encouraging to see mobile phone events declining, distraction remains a significant risk. Looking away from the road for even a few seconds can have serious consequences, making continued education, coaching and technology more important than ever.



New Zealand Guardian Insights Report 2025–26

Understanding fatigue
and distraction trends
across New Zealand fleets

 **GUARDIAN**
Powered by Guardian Live

[DOWNLOAD THE FULL REPORT](#)

What distracts you behind the wheel?

Now we'd love to hear from you. What do you think is the biggest source of distraction when driving?

Complete our quick distraction poll and you'll go in the draw to win one of three prize packs, each including:

- ☒ Murph's Bathurst model supercar, signed by Greg Murphy and valued at \$250.
- ☒ One of 5 \$100 fuel voucher to help keep your wheels turning

Hey drivers! What distracts you behind the wheel?

Take our quick poll
and be in to win.



AutoSense
DRIVING SAFETY

TAKE DISTRACTION POLL NOW

Two ways to reduce driver distraction across your fleet

Technology plays an important role in helping organisations prevent distraction before it leads to an incident.

Guardian by Seeing Machines

Guardian actively monitors driver attention and provides real-time alerts when distraction or drowsiness is detected.

With the latest visual attention sharing, Guardian can now better understand where a

LifeSaver Mobile

Many distractions start with a mobile phone.

LifeSaver Mobile helps remove temptation by automatically restricting phone use while driving, helping drivers stay focused on the road without relying on willpower alone.

driver is looking, providing earlier detection and richer insights that help fleet managers coach safer driving behaviours.



[LEARN MORE](#)

It's a simple, proactive way to reduce one of the most common causes of distracted driving across any fleet.



[LEARN MORE](#)

Australasian Fleet Champions Awards entries now open

Know an organisation or individual making a difference to fleet safety?

Entries are open for the **2026 Australasian Fleet Champions Awards**, recognising outstanding contributions to road safety across Australia, New Zealand and the Pacific.

Categories include driver safety, fleet safety products, road risk management and outstanding commitment to road safety.

Entries close Friday 21 August 2026.

AUSTRALASIAN FLEET CHAMPIONS AWARDS 2026

[Awarding safe and healthy mobility]

Presented by



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Podcast throwback: The Mad Butcher

Have you listened to Episode 5 of [In the Driver's Seat](#)?

Greg Murphy sits down with New Zealand icon Sir Peter Leitch (The Mad Butcher) to discuss leadership, resilience and road safety.

As part of our distraction theme this month, we asked ourselves... What distracts the Mad Butcher most behind the wheel? Jump into Episode 5 to find out.

Watch on [YouTube](#) or listen on [Spotify](#), [Apple](#) or [iHeart](#) podcasts.



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AutoSense is a leading provider of fleet and driver safety solutions across Australia and New Zealand. Supporting both heavy and light vehicle fleets, AutoSense plays a key role in advancing road safety through a connected approach – bringing together fleet training and advisory, advanced in-vehicle monitoring technology, and expert guidance on fatigue and sleep health.

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Keep in touch

If you have any questions, please reach out to your Account Manager or contact our friendly Support Team. We're always happy to help!

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