


Bouncie Connected Car Smart-Device Helps Address Teen Driving Risks

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Bouncie Helps Parents Understand Teen Driving Risk Factors While Addressing Teen Driver Safety

DALLAS, Aug. 8, 2017 /PRNewswire/ -- Bouncie, a developer of innovative products and applications for the automotive industry, announced the launch of a connected vehicle device that helps improve teen driver safety while giving parents peace of mind every time their teenager gets behind the wheel.

The unfortunate reality is that teenagers have the highest crash rate per mile traveled of any drivers. The good news is that teen driving accidents are preventable when parents have regular conversations about safety with their teen drivers, practice safe driving together, and use a connected vehicle device such as Bouncie.

The Bouncie smart-device plugs into the On-Board Diagnostics port (OBD) of a vehicle, through which the smartphone app provides a clean, simple way to view the information it retrieves. Bouncie collects useful information such as trip histories, driving habits, and vehicle location, while monitoring the status of vehicle maintenance and diagnostics. Parents can use the information as a conversation starter about responsible driving habits and safety.

Here are four critical teen driving risk factors, and how Bouncie can help parents understand those risks and work to improve teen driver safety.

The Crash Risk for Teen Drivers is the Highest During the First Year After Receiving License -

Crashes happen because teenage drivers lack experience, making them more likely to underestimate dangerous situations and commit critical decision errors leading to accidents. Bouncie delivers real-time insights into driving habits, such as hard braking events, rapid acceleration, average speed, and trip history. These insights can reinforce good behavior or be used to correct any risky behavior.

The Crash Risk for Teen Drivers is the Highest at Night - Driving at night is more hazardous for drivers of all ages, but the risk for crashes is highest amongst teenage drivers. Parents can address this risk by establishing driving curfews and using Bouncie to enforce this curfew by sending alerts when a teen driver uses the vehicle past a certain time of day.

The Crash Risk for Teen Drivers is the Highest on the Weekends and During the Summer Months -

Teenagers spend more time driving on the weekends and during the summer, but more time on the road increases the crash risk. Parents can address this risk by limiting the amount of time a teenager can spend behind the wheel and creating a list of off-limit locations, roads, and highways. Parents can create driving zones called Geo-Circles and the Bouncie app can send alerts anytime a vehicle enters or leaves the zone.

The Crash Risk for Teen Drivers Increases When Teens Drive with Other Teens - Distracted driving is a common problem for all drivers, but the problem is greatly amplified for teenage drivers when other teenagers are in the vehicle. While Bouncie cannot monitor the number of passengers in the vehicle, it can alert parents to risky behavior such as speeding, abrupt braking, and sudden acceleration.

When parents use the Bouncie connected vehicle device to have informative conversations about safety with their teen drivers, they are taking critical, positive steps to ensuring that their youngster will be a responsible driver when hitting the open road.

Bouncie is available for purchase on www.bouncie.com. The smartphone app is available for download from the Apple App Store and Google Play.

About Bouncie The Bouncie smart-device is compatible with nearly every vehicle manufactured during the past 20 years. The smartphone app is compatible with both iOS and Android and is available for download in the app marketplaces. Bouncie is a division of Tail Light LLC, a Dallas-based technology company that has delivered innovative products and applications for the automotive industry since 1998. For pricing and additional information, please visit www.bouncie.com.

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