

DRIVING SELFIES THE FACTS

Ford spoke with over 7,000 18 – 24 year old drivers from across Europe, about their behaviour with smartphones when behind the wheel. The results were pretty scary.. be careful out there!



1 in 4 Europeans aged 18-24 have taken **Selfies** while driving

50%
have taken a **photo** whilst driving



1 in 4 have used **social media** sites behind the wheel, with young males more likely to take risks



British drivers take the most **Selfies** at the wheel, with 1 in 3 guilty



95%
agree the activities are **dangerous**

Did You Know?

1839 American photographer Robert Cornelius takes world's first selfie

2004 #selfie first appears on flickr

2013 The word selfie is added to the Oxford Dictionary

2014 It's estimated more than 2 billion selfies will be taken this year

Also...

- Australia, U.S., and Canada are global selfie hotspots
- Facebook is most popular platform for sharing selfies