**SAMPLE Letter to Customers Regarding**

**ATTENTIVE DRIVING POLICY**

[Date]

To our valued customers:

[Company Name] is committed to the safety of our employees and the [XX] community by enacting a bold new policy to help fight the epidemic of distracted driving. Effective [XX Date], company employees may not text or talk on a [hand-held/hands-free: note policy here] cell phone while in a company vehicle or in a personal vehicle while on company business. This means your call might not be answered right away; please know that we’ll do our best to get back to you as soon as it is safe to do so.

Employee safety is our number one priority. By creating this new policy, we hope to keep our employees safe and do our part as responsible members of the community.

Distracted driving is an epidemic on America’s roadways – 3,154 people were killed in 2013 and an estimated 424,000 were injured in motor vehicle crashes involving a distracted driver. In Idaho alone, a traffic crash occurred every 23 minutes.

As anyone who has lost a loved one in a crash can tell you, even one traffic fatality is one too many. We are committed to eliminating this unnecessary risk and strongly believe that no conversation or text is worth the potential danger.

Whether texting, talking, eating or engaging in some other kind of distraction – anything that takes your eyes off the road, your hands off the wheel, and your mind off driving puts you and others in danger. We hope you will join us in making our community safer by putting down your phone and focusing on the drive.

If you have any questions about this new policy, please feel free to contact me.

Have a safe week, and thank you for being our customer!

Sincerely,

[Company official]