

# DON'T BE A ZOMBIE

## ARE YOU SLEEPING AT THE WHEEL?

"Drive when you're tired and you risk driving like a zombie – becoming a danger to yourself, your passengers and everyone on the road around you."

Dr Gundolf Meyer Hentschel, CEO, Meyer Hentschel Institute, developer of the "Sleep Suit".



Humans are the only mammals who deliberately delay sleep.



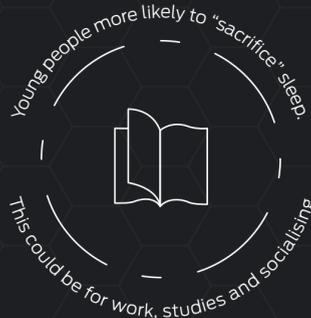
Sleep requirements for adults vary from 7 to 9 hours a night.



Fall asleep in less than 5 minutes? You're probably sleep deprived.



Microsleeps are an uncontrollable response to tiredness that can strike drivers unawares.



We may drive blind for 10 seconds or longer and never even know it's happened.

Effectively – drivers become **zombies**. Not seeing what they are doing or where they are going.

Ford commissioned the "Sleep Suit" to demonstrate how tiredness can reduce our ability to perform even simple tasks.



Weighted cap simulates difficulty in keeping head upright.



Goggles, controlled via an app, simulate microsleeps, repeatedly obscuring the wearer's vision.



Arm weights add 3.5 kgs.



Ankle weight is 3.5 kgs.



Vest is 10 kgs alone.

We'll be encouraging young people to try the suit via our young driver training programme **Ford Driving Skills For Life.**

Are you worried that **you** might be a zombie driver?



Pull over as soon as it is safe to do so.



Grab a caffeinated drink and nap for 20 minutes.



Wake up refreshed and ready to hit the road again.



Still feeling sleepy? Then find another way to your destination.