

## Chicago StartUp Brings Safety Solution to 2016 Chicago Auto Show

*TextNinja Is The Connected Car Solution To Distracted Driving*

February 12, 2016 - Partnering with Illinois SADD (Students Against Destructive Decisions), TextNinja will offer a driving simulator, and helpful information on distracted driving solutions, as well as raffles and discounts at the Chicago Auto Show.

TextNinja, available now for Android users and early March for iPhone users, is a free app that incentivizes users to drive text-free. What makes TextNinja unique is a bluetooth device, priced at \$25, connecting to a car's onboard diagnostics port. This allows the phone and car to 'talk' to each other. While the car is in motion, incoming messages are automatically silenced and a customized autoreply is sent. In turn, users are rewarded with points. Users rack up points with the goal of achieving black belt status, the official certification of a text-free driver.

"The Auto Show is *the* place for cutting edge auto technology, and we are utilizing the movement in a way that benefits the safety of families across the nation," said founder and CEO, Jim Ramirez. "The connected car revolution is huge, and distracted driving solutions can and should be integrated into innovation efforts."

Schedule is as follows:

TextNinja will be in the Social Media Lounge from 9:00am-10:00pm on Saturday Feb 13th.

Saturday, Feb 13th at 12:30pm, Ramirez will speak on the Connected Car discussion panel.

Monday, Feb 15th 7:00pm TextNinja will co-host the Safety Day Twitter Party. (#CAS16chats)

Because text messaging requires visual, manual and cognitive attention from a driver, it is the most dangerous driving distraction. Identified as a psychological habit rooted in the pressure to stay constantly connected, texting while driving is more than twice as likely to cause a collision than drunk driving. Using an automatic engage and positive incentives to break this habit and actually encourage behavior change, TextNinja is helping to turn safe driving into a constructive social trend.

For more information visit: [www.text.ninja](http://www.text.ninja)

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