

## **Dock-N-Lock Unveils New Distracted Driving Solution at the 2013 International CES**

*A new safety device keeps cell phones out of the hands of drivers and prevents dangerous texting and talking while driving.*

Las Vegas, Nevada ([PRWEB](#)) January 09, 2013 -- Dock-n-Lock LLC, a Charlotte, NC based start-up, released to the public yesterday a glimpse of a [distracted driving solution](#) sure to turn some heads, especially those who are parents of teen drivers. The solution looks like a radio with one special feature. The driver's phone must be "docked and locked" inside the device before the car can be driven. While the car is moving, the cell phone is locked away, and therefore no longer a distraction or temptation to the driver.

Demonstrations of the device will be held from Jan. 8 through Jan. 11, in the Venetian, Level 3 [Eureka Park booth #75501](#).

Distracted driving accidents have reached alarming numbers. Over 1 million accidents in 2012 were directly related to dangerous cell phone use while driving according to the [National Highway Traffic Safety Administration](#). With motor vehicle accidents the number one cause of death for ages 15-20, and cell phones ingrained in everything we do, this combination has become deadly.

Ron Pothul, founder and Chairman of Dock-N-Lock®, has been waiting over four years for this moment. He explains, "When I came up with the idea nearly four years ago I never imagined it would actually go this far. Now parents, like me, will have a way to protect their children while they learn to drive." Ron further explains the motivation for him came after his then 17 year old daughter was involved in an accident caused by texting while driving. "She was lucky to escape without injury, but I then learned of countless stories of accidents just like hers that ended in tragedy. So, I filed my patent application and started the company with my brother Joe to hopefully save lives."

The [International CES](#) is the world's largest consumer technology tradeshow that features products and services in many product categories, such as automotive electronics and wireless devices. The purpose of the show is to highlight new and upcoming products. It is open to companies in or affiliated with the consumer electronics industry.

CEO of Dock-n-Lock®, John Arciero says, "The Eureka Park exhibition at CES is unique in that it gives us a chance to introduce our invention to an entirely different set of prospective investors, buyers, and strategic partners. We are with 150 other startup companies all vying for capital and distribution, so it should be exciting to say the least."

Earlier in 2012, Dock-n-Lock® introduced its flagship product, the Surge'ON™ Safe Driving System, to the Trucking Industry at the American Trucking Associations Management and Exhibitor Conference in Las Vegas, Nevada. This is the first time that Dock-n-Lock® has attended the CES.

### About CEA

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$206 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion, standards



development and the fostering of business and strategic relationships. CEA also owns and produces the International CES – The Global Stage for Innovation. All profits from CES are reinvested into CEA’s industry services. Find CEA online: [www.CE.org](http://www.CE.org)

#### About Dock-N-Lock LLC

Founded in 2011, Dock-N-Lock is dedicated to delivering Safety, Protection, and Security to all drivers. Through innovative products designed specifically to prevent distracted driving, their primary goal is to eliminate distractions caused by handheld devices resulting in safer roads for all. For more information please visit <http://www.dock-n-lock.com>



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