

# FORD LAUNCHES CAMPAIGN TO HELP TEENS HONE THEIR DRIVING SKILLS

According to data from the National Highway Traffic Safety Administration (NHTSA), more than 6,000 teens die each year from injuries resulting from car crashes—making it the number one killer of teens in America. Yet, a recent national survey by Wirthlin Worldwide shows that many people underestimate the challenges novice drivers face. When asked, 56 percent of Americans named drug abuse as the leading health threat teenagers face, with only 13 percent identifying teen driving crashes as the number one threat.

To help raise awareness and fight back against this serious youth health issue, Ford Motor Company, along with the Governors Highway Safety Association

(GHS) and the National Highway Traffic Safety Administration (NHTSA), has announced the launch of Real World Driver: Driving Skills for Life.

Real World Driver is a multi-year, educational campaign for teens, parents and the education community. The program includes a teacher's guide, video and other materials that are being distributed to every public high school in the country (more than 20,000 schools). An interactive Web site—[www.realworlddriver.com](http://www.realworlddriver.com)—also has been launched to give students and parents more information about driving skills and provide visitors the opportunity to take a quiz online for a chance to win exciting prizes.

## Four critical driving skills

To design the program, Ford and GHS) convened a distinguished panel of safety experts that included NHTSA, the International Association of Chiefs of Police Highway Safety Committee and The Transportation Safety Association. According to the Real World Driver Advisory Board, the four key driving skills young drivers should master are:

- ▼ HAZARD RECOGNITION
- ▼ VEHICLE HANDLING
- ▼ SPACE MANAGEMENT and
- ▼ SPEED MANAGEMENT.

Wirthlin's research also indicated that just 11 percent of parents and 12 percent of all adults are satisfied with the training resources available to first-time drivers. Moreover, nearly all parents (94 percent) are concerned about their teens driving independently.

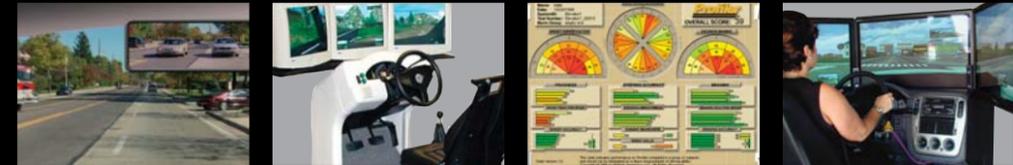
## And don't forget: buckle up

While hands-on, behind-the-wheel training and educational materials are important elements of any safe driving program, Ford reminds all drivers that safety belts continue to provide the single, most effective protection in any vehicle crash. ■



# Delivering the driver's edge to teen drivers.

Traditional driver's education has focused on the skills needed to pass a driving test, with classroom lectures and some behind-the-wheel "on-the-job training." The DrivingMBA™ program goes beyond this, bringing high-tech simulators to everyday drivers.



## The DrivingMBA™ Comprehensive Driver Training Program

These components are available as a discounted package or individually:

- **Rules of the Road® DVD** : Award-winning interactive DVD tutorial for home use.
- **Pre-Permit Driving Simulation Course** : 5 hours total computer simulated driving experience gives teens a solid foundation in fundamentals before they get behind the wheel.
- **Safe Young Drivers** : A book to supplement your own in-vehicle training.
- **Advanced Decision Skill Building** : The same high-end simulator used by police and other professionals to improve behind-the-wheel decision-making skills.
- **Profiler™** : Assesses your skills against a pro database (included with Advanced Decision Skill Building).
- **DUI** : Students in both simulator courses experience the negative impact upon vehicle control of driving while impaired.



A PROGRAM OF ACCELERATED SKILL BUILDERS

[www.drivingmba.com](http://www.drivingmba.com)

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