

TEEN CREATES HIS OWN TV AD STRESSING TEENAGE SEATBELT SAFETY AND WINS NATIONAL CONTEST

Wins a \$10,000 US Savings Bond from Volkswagen of America, Inc.

Daniel Zhao, a 2005 graduate of Glen A. Wilson High School in Hacienda Heights, California, is accomplishing what high-priced Madison Avenue ad agencies may find too daunting: convincing teens to save their own lives by reversing a tragic trend that sees nearly 5,500 young people die in car crashes every year, most of whom could be saved by the use of safety belts.

As part of a contest sponsored by Volkswagen of America, Inc., high school students from across the nation were challenged to create and produce 30-second television public service announcements (PSAs) to convince their peers to buckle up. Zhao's PSA was chosen by a national Web vote as the overall winner from what started as hundreds of contest entries. Zhao was announced as the winner during the Daily Download on Fuse-TV.

Playing off the saying "Life flashes before your eyes," Zhao's short film reminds drivers of all they have to lose if they fail to buckle up, through a series of flashbacks, as a young driver travels down a dark, slick street.

"Daniel's film is particularly compelling because he knows what other teens would miss if their lives were ended tragically short." Said Steve Keyes, VW of America's director of corporate communications.

As one of three finalists, Zhao's PSA aired nationally on Fuse-TV's Daily Download on Friday, November 18. Viewers voted for the most compelling ad through November 25 at www.vw.com/seatbelt.

Volkswagen and Scholastic worked together for the third consecutive year to produce and distribute curriculum kits to some 14,000 teachers in 20

major U.S. cities. The kits provided teachers with the tools needed to create informative lessons for their students who were then asked to create the TV public service announcements. The goal is to use positive peer pressure, a proven persuader, to convince teens to buckle up.

The power of peer pressure was underscored by the findings of an informal 2003 survey of high school students participating in the seat belt safety curriculum, conducted by VW.



"Uncool" was the primary reason given by teens for not buckling up more often.

The National Highway Traffic Safety Administration (NHTSA) reports that safety belts save over 11,000 lives a year. Through *Fasten Your Seat Belt...Go Far!*, VW hopes to significantly add to this number while educating teens on driving safety.

The commitment from Volkswagen to high schools is a fitting initiative. In a 2002 survey of 3,300 teens conducted by CNW Marketing, Volkswagen was rated as having the best youth image among all automakers.

"Volkswagen is a very popular brand with teenagers, and we wanted to use our connection with them to help create awareness and, ultimately, help save lives," said Keyes.

The US Department of Transportation (US DOT) recently released new data showing 2003 as having the lowest fatality rate in 30 years. US DOT Secretary Mineta pointed to efforts by NHTSA and other organizations, such as Volkswagen and Scholastic, that encourage safety belt use. Still, there is much to be done: 56 percent of those killed in auto crashes are not wearing safety belts. Even more alarming is that auto crashes are the number one killer of teenagers in this country – and two-thirds of those are not wearing seat belts at the time of the crash.

The two other finalist ads were produced by Jessica Reynolds, Carson Valley Middle School in Gardnerville, Nev., and Kimberly Pang, Clements High School, Sugar Land, Texas.

The trio of student finalists will each receive a digital video camera. As the grand prizewinner, Zhao will be awarded a \$10,000 savings bond. Second-place winner Jessica Reynolds will receive a \$3,000 savings bond, and third-place winner Kimberly Pang will receive a \$1,500 savings bond. Teachers of the three finalists will receive a \$3,000 Apple G5 computer with flat screen display and Final Cut Pro Express software for classroom use and a \$100 Scholastic gift certificate. ■



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DrivingMBA programs reduce the risk and magnitude of death, injury and property damage caused by teenage drivers. We accomplish this through the use of state-of-the-art simulators to teach students how to drive through experience in a no-risk environment. Our students develop:

- A better understanding of the mental skills required to be safe, responsible drivers
- Safe driving habits
- Better decision making skills, particularly in hazardous or dangerous situations
- A better understanding of personal and vehicle limitations

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MVD Licensed Driving School Programs

DrivingMBA's primary objective is to keep teen drivers and all of us safer on the road. Stories about teen drivers continue to be featured in newspapers and publications across the country. DrivingMBA is the only driving school in Arizona that uses state-of-the-art driving simulators to train its students. The airline industry has been using this type of technology for decades to train pilots. The military also uses this type of technology to train soldiers, AND DrivingMBA's equipment is the same equipment that is being used by police academies throughout the country, including here in Arizona, for its advanced driver training. The effectiveness of this type of driver training is indisputable, and DrivingMBA has documented results that prove its driver education program works.

Whether your teen has never been behind the wheel, has driving experience or has their driver's license, DrivingMBA is the only driving school with a driver training program to meet their specific needs. Don't let your teen get their driver training through trial and error. The errors are costly. They not only cost you in insurance rate increases, vehicle damage, but the most significant cost, the loss of life. Whether it is you, your teen, friends or family, even someone you don't know, a car collision can change lives forever. Make sure your teen is prepared to handle all types of driving situations.

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