

*With great power comes great responsibility.*



**BRIDGESTONE**  
**TEENS DRIVE SMART**



**B**ridgestone's Teens Drive Smart Driving Experience had a record turnout of more than 350 young drivers at University of Phoenix Stadium in Glendale on March 22-23, as the program's national tour kicked off with its first stop here in Arizona. The program gave young drivers an opportunity to participate in this valuable hands-on program—at no cost.

**The grim statistics**

You've no doubt been reminded before: motor vehicle crashes are the number one killer of America's teens, according to the National Highway Traffic Safety Administration. In 2012, there were 825 motor vehicle related fatalities in the state of Arizona. Of those fatalities, 99 (or about 12 percent) involved young drivers aged 16 to 21. Each time a young driver gets behind the

wheel, they're taking an enormous responsibility into their hands. Driving represents freedom and maturity, yet it requires a high level of care and safety. Most teens don't immediately realize the power they hold, when they fire up the ignition.

**Getting with the program**

The Bridgestone Teens Drive Smart Driving Experience is a free half-day program designed to equip teens and young adults with the skills to handle the challenges of today's roadways.

Parents are strongly encouraged to attend. The Teens Drive Smart driving clinic simulates real life situations, focusing on vehicle dynamics, smart driving choices and elimination of distracted driving. Each session combines classroom instruction with hands-on driving exercises—including a skid pad session—to teach defensive

driving skills and reinforce behaviors that will lead to solid decision-making on the road.

Spending time behind the wheel of a BMW with a professional precision driver as your instructor is not a bad way to spend part of your weekend. Bridgestone's Teens Drive Smart sessions are led by highly-trained instructors, many with extensive motorsports, stunt driving and test track experience.

The Teens Drive Smart Driving Experience is a significant component in Bridgestone's mission to educate—and save the lives of—young drivers.

The program runs coast to coast through early November and is open to drivers 21 and under who have a valid license or permit.

For information, see: [teensdrivesmarttour.com](http://teensdrivesmarttour.com). It's fun. It's free. Most of all, it's an important early step toward a lifetime of smart driving. ■

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