



***DRIVER'S*EDGE**
KNOW YOURSELF. KNOW YOUR LIMITS.

2014-2015 PRESS KIT AND MEDIA MATERIALS

FOR IMMEDIATE RELEASE

DRIVER'S EDGE ANNOUNCES 2014-15 EVENT SCHEDULE

*Pro drivers take action on teen driving safety
with free accident avoidance training*

LAS VEGAS, Nev. (October 3, 2014) — Drivers under the age of 21—the ones that are three times more likely to be involved in car crashes than any other driving age group according to the National Highway Transportation Safety Administration—will again be learning how to stay safer on the roads thanks to Driver's Edge. Driver's Edge, a non-profit organization and public charity, kicks off its thirteenth season in connection with National Teen Driver Safety Week to give teen drivers in select U.S. cities free classroom and behind-the-wheel accident avoidance instruction.

“Motor vehicle collisions kill more teens every year than drugs, guns and violent crimes combined, yet conventional driver's education in America continues to teach young drivers only the most basic of driving skills and then sends them out on the roads,” said Jeff Payne, founder of Driver's Edge. “To help make the roads safer and to better educate these young drivers we need to take their training to the next level—use a different approach—and that's what Driver's Edge is all about.”

Driver's Edge was specifically developed to help address the high number of youth-related automobile collisions and fatalities that occur annually throughout the United States. The nationally recognized non-profit program, taught by professional racing drivers and performance driving instructors, plans to conduct over 50 sessions during the remainder of 2014 and throughout 2015.

Since the organization was founded, more than 105,000 young drivers and their parents have attended a free, half-day Driver's Edge session. “While comparable teen driver programs can charge up to \$450 per person, we're committed to keeping ours available for free in order to reach more people,” said Steven Tepper, president of Driver's Edge. “This kind of instruction needs to be available to everyone, not just those who might be able to afford it.”

The program is typically offered twice a day, with each session educating approximately 75 to 100 students. The students' parents are encouraged to attend and observe as well. After attending a program, Driver's Edge contacts each student at 12 and 24-month intervals to monitor driving experience following course completion.

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Driver's Edge includes, among other components, the following elements:

- Written tests designed to measure students' driving knowledge before and after completing the course;
- Classroom and behind-the-wheel defensive driving instruction on skid control, evasive lane changes, anti-lock braking skills and panic-braking techniques;
- Understanding the dangers of impaired and distracted driving, along with the dangers of mobile phone use in the car;
- Interaction with local police to get a better understanding of the job they face every day and how that makes our roads safer for all of us; and
- Instruction on proper car maintenance and the things all drivers should know about their cars.

The organization plans to offer events in the following cities during the 2014-2015 season: Las Vegas, Nev. (the home of Driver's Edge); Reno, Nev., Atlanta, Ga.; Detroit, Mich.; Bay Area, Calif.; and Washington, D.C.

Young drivers ages 21 and younger, possessing a valid learner's permit or license, must register in advance online at www.driversedge.org. To learn more, visit the website or find us on Facebook at www.facebook.com/driversedge.org.

About Driver's Edge:

Las Vegas-based Driver's Edge is a Nevada 501(c)(3) non-profit organization and public charity. Driver's Edge offers a free educational program for young drivers (ages 21 and younger) teaching real life emergency avoidance and response techniques and overall driver safety. This innovative program is taught on an ongoing basis in Las Vegas, Nev., with annual national tours visiting multiple U.S. cities each year. The program is funded entirely by charitable donations, public grants and corporate sponsorship. For more information, please visit www.driversedge.org.

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DRIVER'S EDGE QUICK FACTS

- Motor vehicle collisions are the number one killer of people under 21 in America. We believe it doesn't have to be this way. Our mission is to save lives.
- Driver's Edge, a non-profit organization, offers a free educational program for young drivers ages 21 and younger, teaching real life emergency avoidance and response techniques and overall driver safety.
- This innovative program, taught behind the wheel and in the classroom by true performance driving instructors and professional racing drivers, is designed to alter young driver behavior and to serve as a wake-up call to the real life dangers of every day driving.
- Driver's Edge is *free* thanks to private charitable donations, corporate partnerships and public grants.
- Founded in 2002, Driver's Edge has conducted over 500 sessions in 50 different markets in the U.S.
- Over 105,000 young drivers and their parents have attended our potentially life-saving program since the organization was founded.
- Driver's Edge has been honored with over 25 Proclamations of Recognition from various local governments throughout the United States, including two from Congress. In 2008, Driver's Edge was honored as a Finalist in the 6th Annual Volvo For Life Awards in the category of Safety.
- 2014-2015 will be our *thirteenth* season of Driver's Edge events. We plan to conduct over 50 half-day sessions between October 2014 and December 2015.
- What we do best is speak to our audience in their language, at their level and on their side. Everything we teach, everything we preach and everything we say is delivered in a way a young driver can identify with. We are *not* your parents' driver's education.
- Our goal is to make Driver's Edge synonymous with teen driver safety.
- For more information, visit driversedge.org and www.facebook.com/driversedge.org

BACKGROUND

Driver's Edge provides a free educational program for young drivers age 21 and younger, teaching real life emergency avoidance and response techniques and overall driver safety. This innovative youth program is taught with an "MTV flavor" by true driving professionals through a unique combination of behind the wheel and classroom experiences. Driver's Edge was specifically developed to address the unacceptably high number of youth related automobile collisions and fatalities that occur each year.

A 501(c)(3) non-profit organization and public charity, Driver's Edge began in June 2002 in Las Vegas, Nev., and has grown into a nationally recognized youth driver education program. After just six months of local Las Vegas programs, our humble beginnings gave way to our first national tour in 2003. Since then, we've educated young drivers on the national tour in over 50 different cities across the United States, including places like Atlanta, Baltimore, Boston, Chicago, Cincinnati, Dallas, Denver, Detroit, Las Vegas, Los Angeles, Minneapolis, Nashville, New York, Oakland, Phoenix, Richmond, Salt Lake City, San Francisco, Seattle and Washington, D.C., to name a few.

Since our inception, over 105,000 young drivers and their parents have attended Driver's Edge.

We believe we have already made a difference and we strive to continue to do so. Our research indicates a 53 percent reduction in collisions among drivers aged 16-18 over a 12 month period since attending our program (1,000 Las Vegas area Driver's Edge attendees, aged 16-18, were polled 12 months after attendance against a control group of 1,000 Las Vegas area teens, aged 16-18, that had not attended our program.)

Research also indicates that teens believe Driver's Edge is highly effective. Of 2,000 national program attendees that were polled 12 months after their attendance, 100 percent believe the program is valuable and would recommend it to friends. One hundred percent believe the program made them safer and more aware drivers. Since taking the program, 82 percent responded that the skills experienced in the program helped them avoid a potential collision. Of those that had collisions in the 12 months since attending our program, 78 percent responded that the collision was not their fault (i.e., they were not cited) and 71 percent responded that the skills they learned at Driver's Edge helped to prevent the collision from being worse.

We have received more than 25 Proclamations of Recognition from various local governments around the country, including two from the United States Congress.

We've received television network affiliate and local press coverage in every city we've visited, and we've had national exposure with Good Morning America, the CBS Early Show, Fox News, USA Today, Newsweek, Autoweek and Motor Trend, among others .

We are solely funded by charitable donations, public grants and corporate sponsorships.

For more information, please visit www.driversedge.org and www.facebook.com/driversedge.org or contact Jeff Payne, founder and chief executive officer of Driver's Edge, or Steven Tepper, president and chief operating officer of Driver's Edge, at the contact information below.

FREQUENTLY ASKED QUESTIONS

Q: *What is Driver's Edge?*

A: Driver's Edge is, quite simply, a free educational program for young drivers 21 and younger (with a valid license or permit) that teaches real life emergency avoidance and response techniques and overall driver safety. This innovative program is taught with an "MTV flavor" by true driving professionals through a unique combination of behind the wheel and classroom experiences. Driver's Edge was specifically developed to address the unacceptably high number of youth related automobile collisions and fatalities that occur each year. Programs are conducted on an annual National Tour (visiting multiple cities throughout the United States when funding permits) and on an ongoing basis in Las Vegas, Nevada, the home of Driver's Edge.

Q: *Is Driver's Edge a non-profit organization?*

A: Yes. Driver's Edge is a 501(c)(3) non-profit organization and public charity, headquartered and incorporated in Nevada. As such, Driver's Edge is funded entirely by tax-deductible charitable donations, public grants, corporate giving and corporate sponsorships.

Q: *Why was Driver's Edge developed?*

A: Driver's Edge was developed because automobile collisions are the number one killer of America's youth and it doesn't have to be that way. In order to empower young drivers with better skills, we believe it's essential to supplement their driver's education with a more hands-on approach to safety and collision avoidance techniques. Young drivers also need to understand just how dangerous an automobile can actually be. Consider the teenage video game mentality and "The Fast and the Furious" lifestyle which are currently prevalent among many young drivers; the video games and car chase movies give teens the message that they can perform amazing feats with cars without getting hurt. We feel that mentality must be corrected. Not to mention the distractions that must be reduced, like texting. Responding to the need for additional teen driver education is critical if we are to protect teen drivers, their passengers and the drivers who share the highways with them.

Q: *What is the mission of Driver's Edge?*

A: Our mission is to save lives by making our highways safer through comprehensive hands-on youth driver education. We believe in the importance of educating both young drivers and their parents on the responsibilities and potential dangers of operating an automobile. Our goal is to provide young drivers, regardless of social or economic status, with a *free* program to develop the necessary skills to respond to a variety of hazardous driving situations because this type of training needs to be available to everyone, not just those with means.

Q: *How many people have attended Driver's Edge?*

A: Since our inception, over 105,000 young drivers and their parents have attended.

Q. *When you say “behind the wheel” instruction, what do you mean?*

A. Every student has a chance to get behind the wheel of a car with a true professional instructor sitting next to them at all times. Taught by professional racing drivers and professional performance driving instructors from some of the world’s most famous and respected driving schools, each student has a behind the wheel experience that includes:

- Evasive lane change maneuvers;
- ABS and non-ABS braking exercises and comparisons;
- Panic braking instruction; and
- Skid control instruction.

Q. *What are students doing when they aren’t driving?*

A. When not behind the wheel, students (and their parents) receive instruction by means of interactive presentations including:

- The development of safe driving practices;
- Awareness of surroundings and reducing distractions (e.g., texting, in car distractions, etc);
- Tire safety;
- Proper seating, steering wheel and mirror positions;
- The dangers of impaired driving, provided by local law enforcement officials; and
- Basic essential car care instruction.

Q. *What happens during the local law enforcement module?*

A. We invite local law enforcement to participate for the purpose of developing their relationships with local young drivers and their parents and to present the following interactive demonstrations:

- Fatal Vision Goggles – an interactive demonstration of the effects of being impaired by alcohol, including a mock field sobriety test;
- What to do if you’re ever pulled over;
- Rollover Simulator – a visual demonstration of the results of a vehicle rollover.

Q. *What happens during the essential car care instruction module?*

A. A Driver’s Edge instructor teaches tips about vehicle maintenance, tire safety and preventative vehicle care as elements of safe driving in an interactive and entertaining way. Really. Hard to believe we know, but it’s true . . .

Frequently Asked Questions

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Q. Does Driver's Edge follow up with its students after they attend?

A. Students fill out follow up surveys and questionnaires so we can track their experience since attending the program. Follow up occurs at intervals of 12 and 24 months since attending Driver's Edge.

Q. Are there any statistics that show the results of the Driver's Edge program?

A. In a follow up survey of 2,000 National Tour students conducted 12 months after attending Driver's Edge, we found the following results:

Do you feel that Driver's Edge was valuable/would you recommend it to friends?
100 percent said yes.

Do you feel that Driver's Edge made you a safer/more aware driver?
100 percent said yes.

Have the skills learned at Driver's Edge helped you avoid a potential collision?
82 percent said yes.

Of students that had a police-reported collision since attending Driver's Edge:

Was the collision your fault?
78 percent said no.

Did the skills learned at Driver's Edge help prevent the collision from being worse?
71 percent said yes.

In a follow up survey of 1,000 Las Vegas area Driver's Edge students that was compared to a control group of 1,000 Las Vegas teens that had not attended a Driver's Edge program (16 to 18 years old only, with driver's licenses for a minimum of 12 months), we learned the following:

Have you had any police-reported collisions in the last 12 months/since attending Driver's Edge?

170 teens out of 1,000 that HAD NOT been to Driver's Edge said yes.
80 teens out of 1,000 that HAD been to Driver's Edge said yes.

This equates to an *overall 53 percent reduction in collisions* over a 12-month period, indicating that Driver's Edge is making a difference.

Q. Is Driver's Edge really offered for free?

A. Yes. Really.

KEY PERSONNEL

Operating with a streamlined and experienced management team, Driver's Edge is dedicated to providing a safe learning environment, increasing national awareness regarding the need for improved youth driver safety and pursuing program expansion.

Jeff Payne

Founder & Chief Executive Officer

Jeff has over 25 years of experience in the automotive and motorsports world, beginning his racing career at the age of seventeen. By the age of 21, Jeff was driving competitively in Europe and Japan. Jeff had the unique opportunity to drive with some of the top drivers in the world, including Michael Schumacher, Mika Hakkinen and David Coulthard.

When Jeff wasn't driving, he was operating his own exclusive driving school that catered to an elite clientele. Jeff's list of students has included celebrities such as Tom Cruise, Charlie Sheen, Walter Payton, Jon Bon Jovi and Emilio Estevez; and national organizations such as the PGA Tour, Hilton Hotels, the Walt Disney Company, McDonalds and the United States Air Force. Throughout his career, he has trained thousands of students in a variety of driving programs including performance driving, defensive driving and anti-terrorist training, along with other teen related driver education programs.

Driver's Edge had been a dream for Jeff for many years until bringing it to life when he designed the program, brought together a talented team of instructors and had the perseverance and passion to be able to conduct the very first Edge event in Las Vegas in June 2002. Now, some twelve years, 500 Edge sessions and 105,000 attendees later, the dream has grown into a nationally recognized non-profit organization and public charity dedicated to the safety of young drivers across America.

As CEO of Driver's Edge, Jeff oversees and maintains responsibility for the event side of the organization.

KEY PERSONNEL

Steven Tepper

President & Chief Operating Officer

Determined to get a head start on his driving skills, a resourceful (albeit slightly unwise) young Steven “borrowed” the family Volvo at the age of 14 and found a way to seize the engine. With no way to hide or repair the damage, he was grounded for the remainder of the twentieth century. He does not recommend this strategy to anyone as a way to begin a driving career.

Steven’s wayward behavior was mended by achieving a Bachelor of Science in Communications at Ithaca College, Ithaca, NY and by completing a law degree at the Fordham University School of Law in New York City. After completing law school, he moved west to California and began practicing law in the areas of corporate mergers & acquisitions, business litigation and general corporate transactions.

Finding that his passions lay elsewhere (particularly in all things mobile and fast, like cars, motorcycles and jets), Steven left the practice of law to focus on marketing and sales strategy in the private jet industry. He served as Vice President of Market Development and then Vice President of Marketing and Sales for DeCrane Aircraft, a manufacturer of custom interior components for private jet aircraft whose customers included Gulfstream Aerospace, Dassault Aviation, The Cessna Aircraft Company, Piaggio Aircraft and Boeing Business Jets, among others.

After directing marketing and sales for 10 subsidiary companies with annual sales revenue of nearly \$250 million, Steven went on to found Executive Transport Associates, a transportation asset management consulting firm for owners of private jet aircraft, super-yachts and exotic automobiles.

As president, chief operating officer and a member of the board of directors of Driver’s Edge, Steven oversees and is responsible for the day-to-day operation of the business affairs of the organization.

KEY PERSONNEL

Brian Cole
Program Manager

Brian is responsible for overseeing event day operations and logistics for Driver's Edge programs. With over twenty years of experience, Brian began his career as a professional driving instructor with the Skip Barber Driving School. Brian's attention to detail and his years of experience overseeing national automotive manufacturer tours provide the foundation for his role with Driver's Edge.

Michael Moser
Lead Facilitator

Mike is the Lead Facilitator for Driver's Edge and is responsible for conducting the Vehicle Walk-Around and Car Care Modules at our events. Mike has extensive experience as a driving instructor and facilitator. Over the past fifteen years, he spent a large percentage of his time on the road working with the top driving schools in the country, including the Skip Barber Driving School. Mike has played a key role in countless auto manufacturer rollout and promotional programs, including events for BMW, Dodge, Mercedes, Nissan and others. Most recently, Mike was under contract with Audi North America to train their own dealers and employees on their own Audi product line. Mike's unique rapport with Driver's Edge students makes him an invaluable part of the team.

INSTRUCTOR BIOGRAPHIES

The instructor team at Driver's Edge includes a core group of over 40 of the finest professional driving instructors in the country. This dedicated group of individuals includes professional racecar drivers and professional performance driving instructors from some of the most well known and widely respected driving schools in the world. Listed below is a rotating selection of biographies.

Jeff Bucknum – Lake Havasu City, Arizona

Instructor

The son of former Formula One and IndyCar competitor Ronnie Bucknum, Jeff is an extremely accomplished sportscar and open-wheel racer. Jeff is a six-time winner in the American Le Mans Series and a two-time competitor in the Indianapolis 500.

Jeff is currently competing in the Rolex Grand-Am Series.

To learn more about Jeff, check out www.jeffbucknum.com

Dominic Cicero – Portland, Oregon

Instructor

In 1998, Dominic won the world renowned Elf-Winfield Driving Championship (a series so prestigious that 50% of all champions go on to compete in Formula One). Dominic continued to drive in Europe and was almost certain to win the 1998 Formula Elf Championship, however, Dominic's father was diagnosed with cancer and having lost his mother to cancer two years earlier, Dominic left Europe to be by his father's side. Nevertheless, Dominic still finished 4th in the championship and notched nine top five finishes.

Most recently, Dominic has been competing in the American Le Mans Series.

To learn more about Dominic, check out www.dominiccicero.com

Tanner Foust – Capistrano Beach, California

Instructor

Tanner Foust is an accomplished racing driver and motorsports television host. Tanner is a two-time Formula D Drifting Champion and a five-time medalist in the X-Games Rally Car Competition. Tanner was also selected to represent Team USA in the 2009 International Race of Champions.

Co-host of the American version of Top Gear and the recently released Driver's Edge DVD *Lessons From The Edge*, Tanner will continue to compete in the current racing season.

Instructor Biographies

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Between races and Top Gear, Tanner also spends time as a stunt and precision driver for film and television, with credits including *The Bourne Ultimatum*, *The Dukes of Hazzard*, and *Fast & Furious Tokyo Drift*.

To learn more about Tanner, check out www.tannerfoust.com.

Samuel Hubinette – Gothenburg, Sweden/Newport Beach, California

Instructor

Samuel is a two-time Formula D Drifting Champion, having won the inaugural 2004 Formula D Drifting Championship after finishing the season undefeated and then repeating as champion in 2006.

Prior to demonstrating his remarkable car control skills in the world of Drifting, Samuel, who was born and raised in Sweden, was one of the top test drivers for Volvo automobiles. As a reward for his hard work, he was selected as a driver on Volvo's Swedish Touring Car Team. Samuel also became one of Volvo's most sought after precision and stunt drivers for its print and film ads.

Check out the *Crazy Swede* at www.hubinetteracing.com

Ian James – London, England/Paradise Valley, Arizona

Instructor

Just some of Ian's accomplishments behind the wheel include being crowned the American Le Mans Series Rookie of the Year, winning the American Le Mans Series P2 Driving Championship and finishing on the podium in third in the 24 Hours of Le Mans.

Ian currently competes in the Rolex Daytona Prototype Series.

Pierre Kleinubing – Sao Paulo, Brazil/Miami, Florida

Instructor

Pierre left his native Brazil for the United States as the reigning Touring Car Champion. Since arriving in the United States, Pierre has kept up his winning ways. Pierre is a four-time champion of the SPEED Touring Car Series, including 27 career victories, which ranks him second in series history.

Pierre currently competes in the Rolex Grand-Am Series.

Instructor Biographies

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Arie Luyendyk, Jr. – Scottsdale, Arizona

Instructor

Arie is the son of two-time Indy 500 Champion Arie Luyendyk, Sr. From 2002 through 2008, Arie made 62 starts in the Firestone Indy Lights Series, finishing in the top ten a remarkable 76% of the time, including winning the final race of the 2008 season. Arie was also voted the Firestone Indy Lights *Most Popular Driver* four years in a row.

Arie made his Indy 500 debut in 2006. In 2007 he represented Team Netherlands in the AIGP Championship.

Not to mention his legendary appearance on *The Bachelorette* ...

To learn more about Arie, check out www.ariejr.com

Leonardo Maia – Rio de Janeiro, Brazil/Miami, Florida

Instructor

Leo's first taste of motorsports came at the age of 18, when he convinced his parents to let him attend a Skip Barber Racing School in California. Since then, Leo has competed in the Firestone Indy Lights Championship, the Formula Atlantic Championship, the Rolex Grand-Am Series and the Koni Challenge Sportscar Series.

Leo continues to compete in select Rolex Grand-Am Series events.

Raphael Matos – Belo Horizonte, Brazil/Miami, Florida

Instructor

Raphael is the 2009 Izod IndyCar Series Rookie of the Year. Raphael has won the championship in every prior level of racing in which he has competed, including the Firestone Indy Lights Series, the Formula Atlantic Championship and the Star Mazda Championship.

Born and raised in Brazil, Raphael got his start in go-karts. After winning several championships in Brazil, he came to the United States in 2002 to chase his dream of becoming a professional racecar driver.

Raphael currently chases more trophies in the Rolex Grand-Am Series and will hopefully be back in IndyCar for this year's Indianapolis 500 Mile Race.

To learn more about Raphael, please visit: www.rafamatos.com.

Help us Cheer on the Driver's Edge Instructors!

NATIONAL STATISTICS OF NOTE *

Motor vehicle crashes are the leading cause of death for 15 to 20 year olds.¹

There were 1,337,000 young drivers aged 15 to 20 involved in police-reported motor vehicle collisions in 2009.¹ ***That's an average of nearly 3,700 young drivers in a police-reported motor vehicle collision every day.***

There were 5,148 young drivers aged 15 to 20 involved in fatal motor vehicle collisions in 2009.¹ ***That's an average of over 14 young drivers involved in fatal collisions each and every day.***

In 2009, ***28% of the young drivers aged 15 to 20 who were killed in crashes had a Blood Alcohol Concentration of 0.08 g/dl or higher***, and 33% of all young drivers killed had been drinking.¹

Young drivers aged 15 to 20 account for only 6.4% of total drivers, ***but are involved in 11.4% of all fatal motor vehicle collisions and 14% of all police-reported motor vehicle collisions.***¹

Nearly 10 million drivers (of all ages) were involved in police-reported motor vehicle collisions in 2009, ***resulting in 33,808 fatalities and another 2.22 million people injured.***²

Over 5.5 million police-reported motor vehicle collisions occurred in 2009; ***that's one every 5 seconds. On average, a person was injured in these crashes every 14 seconds, and someone was killed approximately every 15 minutes.***²

Nearly as many 15 to 24 year olds are killed in motor vehicle related crashes than those that are killed by drugs, guns and violent crimes ***combined.***³

Greater than 25% of all deaths for people aged 15 to 24 were motor vehicle related.³

There were 3,932 young people aged 16 to 20 killed and 317,000 injured in motor vehicle collisions in 2009.² ***That's an average of nearly 11 young people aged 16 to 20 killed and nearly another 900 injured each and every day.***

When compared to any other age group, ***young drivers aged 16 to 20 have the highest fatality and injury rates in motor vehicle crashes per 100,000 licensed drivers.***²

The overall collision involvement rate for young drivers aged 16 to 20 is ***greater than two and a half times higher than the average collision involvement rate of all other drivers age 21 and up.***²

The fatality collision involvement rate for young drivers aged 16 to 20 is ***two times higher than the average fatality collision involvement rate of all other drivers age 21 and up.***²

While young women aged 16 to 20 account for only 33% of the motor vehicle crash related fatalities for the age group, they also account for ***slightly more than half (55%)*** of the motor vehicle related injuries.²

Of all the motor vehicle related fatalities for people aged 16 to 20, ***only 36% of them had been wearing a seat belt.***²

Approximately 1 out of every 10 young drivers aged 16 to 20 will be involved in a police-reported motor vehicle collision (i.e., 10,260 collisions per 100,000 licensed drivers in 2009).²

* Statistics refer to years as noted.

¹ U.S. Department of Transportation, National Highway Traffic Safety Administration, *Traffic Safety Facts 2009 – Young Drivers*, DOT HS 811-400. Released in 2011 on the website of the National Center for Statistics and Analysis of the National Highway Transportation Safety Administration.

² U.S. Department of Transportation, National Highway Traffic Safety Administration, *Final Edition Traffic Safety Facts 2009, A Compilation of Motor Vehicle Crash Data from the Fatality Analysis Reporting System and the General Estimates System*, DOT HS 811-402. Released 2011 on the website of the National Center for Statistics and Analysis of the National Highway Transportation Safety Administration.

³ U.S. Department of Health and Human Services, Center for Disease Control and Prevention, National Center for Health Statistics, National Vital Statistics Reports Volume 60, Number 4, *Deaths, Final Data for 2009*. Released and dated January 2012.

EMBRACED BY THE PARTICIPANTS

We are constantly amazed and genuinely humbled by the outpouring of support we receive from students and parents who have attended Driver's Edge. We have received literally thousands of letters, emails, testimonials and messages of appreciation.

Here's just a sample of what people are saying:

My 16 year old daughter attended in November in Las Vegas. On December 31, she had a blowout on the highway . . . the tire disintegrated causing her car to spin . . . she did everything she had learned and calmly managed to get to the shoulder without harm. When she called me from the scene her first words were, "thank you so much dad for taking me to Driver's Edge – it saved my life."

A. Martinez – Las Vegas, Nevada

This program was selected, with fierce competition from other outstanding programs in Nevada, for funding from the Nevada Office of Traffic Safety. It has a proven track record and outstanding potential for statewide and later nationwide application. It represents rare vision, determination and professionalism.

Bruce Mackey – Nevada Office of Traffic Safety

The Driver's Edge program was a huge success here in Utah. We have plans to bring the program back in the future because of the overwhelming positive response we received following their visit. Driver's Edge really fills a huge need where regular drivers education doesn't quite make it. Driver's Edge is the cutting edge in educating America's youth on how to "Survive The Drive".

*Sgt. Lee Perry, Utah Highway Patrol - Public Information and Education Supervisor
Salt Lake City, Utah*

After losing my eldest son in a car accident, I was a nervous wreck when his brother started driving. I read about Driver's Edge coming to Nashville and couldn't sign him up fast enough. He'd already completed driver's education in school, but classroom time and a few behind-the-wheel lessons are not even close to the preparation a young driver actually needs. I think this program should be mandatory for ALL new drivers. I hope Driver's Edge comes to the Nashville area again. My fifteen year old daughter is ready for her turn.

Donna Willis - Mount Juliet, Tennessee

I recently participated in the Driver's Edge program and felt it was outstanding and helped improve my driving abilities. The program has left me with newfound confidence that makes my driving abilities substantially better. I felt the program was run with the utmost professionalism and left few questions pertaining to the lessons they taught. I traveled over 400 miles to attend this course after reading about it in the newspaper, and it was well worth the money for my plane ticket and all the other travel expenses. I just wish this course could be offered throughout Nevada. This is the best driving course around!!!

Tim Braginton - Winnemucca, Nevada

Embraced by the Participants

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When my daughter found out I had enrolled her in this program, she just about went ballistic! At this point in her limited driving experience, she was still very self conscious and timid. She did not want to do this 'stupid driving thing' with a bunch of people that she did not know. She did not want to get out of bed, argued and fussed the whole drive to FedEx Field (two very long hours). Afterwards, she could not stop talking about it. She had so much fun and gained so much self-confidence . . . She actually thanked me and apologized for being such a brat in the beginning.

M. Plunkert - Westminster, Maryland

My son Will took this class when he was 15 and has thanked me several times for signing him up. He continues to tell me how valuable it was for him . . . He has also had to use the braking techniques taught in the class to miss hitting a deer! This is an awesome class taught by awesome people dedicated to safer drivers on the road. Thank you!

Mark G. Warren - Brentwood, Tennessee

I saw an article in the local paper and signed my two kids up as soon as I could get to my computer. I'm in the safety profession and had heard about courses like this for fleet drivers. My 16 year old daughter and 19 year old son gave me all kinds of grief about going, but they were given no choice. I can't forget when they got home that day. We were outside and the first thing my girl said was "it was awesome", then her brother said Kaitlyn kicked butt by winning the trophy for most improved driver in her group. She was so excited. They had so much fun! Both of them came away from the class with so much valuable real life experience . . . they even thanked old Dad for making them go!

R. R. Jones - Brentwood, Tennessee

I was 16 when I went to Driver's Edge and I can't believe I was able to get my license without knowing the things Driver's Edge taught me! I learned so much just in that day that I didn't know before. It was amazing and my mom and I talked about it the whole way home. I would encourage this program to be taught along with driver's ed. It really helped me a lot and I know it's helped me avoid a collision or two already. Thanks!

Lindsey - Salt Lake City, Utah

To all of you who have a teenager who is driving or about to drive you need to sign your son or daughter up for Driver's Edge. It is the best defense program available to you today. My daughter took the course in Las Vegas while she had her permit. Two months after she got her drivers license she was hit by a driver pulling out of a parking lot. She saw him coming at her and she new how to react to the situation because of the course she took with Driver's Edge. She was not seriously injured and I think we owe it to the fact that Driver's Edge played a HUGE part in it. I suggest every child driving should take this course.

Kerrie Mendoza - Las Vegas, Nevada

Our thanks go out to all those who take the time to write. We often find that students and their parents not only write to Driver's Edge to discuss their experiences, but they also have sent countless thank you notes to our partners, sponsors and supporters nationwide.