



Ford Driving Skills for Life Brings Safe Driving Course to Hawaii for First Time as Part of 2016 Tour

- Free hands-on driver training program focuses on newly permitted and licensed drivers
- 2016 tour marks the 13th year of the Ford Driving Skills for Life program
- Program to expand focus on pedestrian safety, drowsy driving and the need to buckle up behind the wheel

Honolulu, H.I., July 14, 2016 – Ford Driving Skills for Life, a free hands-on training program for newly permitted and licensed drivers, is coming to Hawaii for the first time and will be in Honolulu July 29-30 at Aloha Stadium.

The Ford Driving Skills for Life program is dedicated to providing young and inexperienced drivers with the training and tools they need to stay safe behind the wheel by working with professional drivers on a closed course. The four half-day sessions will focus on equipping teens with new skills in key areas that they tend to lack: hazard recognition, vehicle handling, space and speed management, and distracted and impaired driving.

In addition to a special Drunk Driving Suit, the 2016 program includes the addition of the new Drugged Driving Suit designed to stress the dangers of driving while impaired. Participants will have the opportunity to wear both suits to gain perspective on how being impaired can slow movement, reduce coordination, blur vision and make tasks difficult. They'll also learn the importance of safety belt use and pedestrian safety, and about the risks of drowsy driving.

"Our 2016 program features some of the newest and most innovative tools available to teach new drivers to be safe and make sound decisions behind the wheel," said Jim Graham, manager, Ford Driving Skills for Life. "Our new Drugged Driving Suit is intended to complement our Drunk Driving Suit and impress upon students the consequences of impaired driving."

Across the United States, motor vehicle crashes are the leading cause of death among teenagers. According to the Hawaii Department of Transportation, in 2015, there was one teen driver under 18 years of age that died in a traffic crash and 269 teen driver injuries resulting from motor vehicle crashes.

"Because driver behavior is one of the leading causes of motor vehicle crashes, ensuring teens are properly trained in driving and developing their attitudes in traffic safety remains a priority," said Ford Fuchigami, director of the Hawaii Department of Transportation.

To register for the Ford Driving Skills for Life program at Aloha Stadium, please visit www.drivingskillsforlife.com.

Ford Driving Skills for Life global milestones

Ford Driving Skills for Life was established in 2003 by Ford Motor Company Fund, Governors Highway Safety Association and a panel of safety experts with the mission of teaching newly licensed drivers the necessary skills for safer driving and the importance of making good decisions behind the wheel.

Through free, hands-on ride-and-drive courses, classroom material and an interactive website, the core curriculum focuses on vehicle handling, hazard recognition, speed management and space management, which account for 60 percent of all crashes.

In its first 12 years, Ford Driving Skills for Life provided hands-on training to more than 41,000 teens across the United States. Thousands of teens and parents have used the Web-based curriculum at www.drivingskillsforlife.com.

#

About Ford Motor Company Fund and Community Services

Ford Motor Company Fund and Community Services is committed to creating opportunities that promote corporate citizenship, philanthropy, volunteerism and cultural diversity for those who live in the communities where Ford does business. Established in 1949 and made possible by Ford Motor Company profits, Ford Motor Company Fund supports initiatives and institutions that foster innovative education, auto-related safety, and American heritage and legacy. National programs include Ford Partnership for Advanced Studies, which provides high school students with academically rigorous 21st century learning experiences, and Driving Skills for Life, a teen-focused auto safety initiative. The Ford Volunteer Corps, established in 2005, continues Ford's legacy of caring worldwide. Through the Volunteer Corps, salaried employees, union members, retirees and their families participate in a wide range of volunteer projects in their communities. For more information on programs made possible by Ford Motor Company Fund and Community Services, visit www.drivingskillsforlife.com.

About Ford Motor Company

[Ford Motor Company](http://www.ford.com) is a global automotive and mobility company based in Dearborn, Michigan. With about 199,000 employees and 67 plants worldwide, the company's core business includes designing, manufacturing, marketing, financing and servicing a full line of Ford cars, trucks, SUVs and electrified vehicles, as well as Lincoln luxury vehicles. At the same time, Ford is aggressively pursuing emerging opportunities through Ford Smart Mobility, the company's plan to be a leader in connectivity, mobility, autonomous vehicles, the customer experience, and data and analytics. For more information regarding Ford, its products worldwide or Ford Motor Credit Company, visit www.corporate.ford.com.

Contact: Cedric Duarte
cedricduarte@kalaimoku.com
(808) 221-0991