



Ford Driving Skills for Life Kicks Off 2017 Tour Promoting Basics That Save the Lives of New Drivers

- 2017 Ford Driving Skills for Life hands-on tour focuses on critical factors influencing teen crashes – vehicle handling, hazard recognition, speed management and space management, distraction and impairment
- New virtual reality training tools to address navigating traffic circles, pedestrians and bicyclists
- Major organizations serving teens will incorporate “The Academy,” a web-based curriculum at www.drivingskillsforlife.com into their programs, with grants provided to states to focus on the latest issues drivers face
- Now in its 14th year, Ford Driving Skills for Life has provided free training to more than 1 million newly licensed drivers in 35 countries; this equates to an investment of more than \$40 million Ford has committed to promoting safety on the road

DEARBORN, Mich., Feb. 3, 2017 – As technology inundates our world, Ford Driving Skills for Life kicks off its 14th year continuing to help new drivers stay safe behind the wheel by providing instruction in time-tested techniques.

With a focus on vehicle handling, hazard recognition, speed management and space management, distraction and impaired operation, Ford Motor Company’s signature safe driving program launches its 2017 tour at Hard Rock Stadium in Miami Gardens, Florida, Feb. 4-5. Other upcoming dates include March 4-5 at Santa Anita Park in Arcadia, California, and April 22-23 at NRG Stadium in Houston. Additional tour dates will be shared regularly on www.drivingskillsforlife.com.

Since 2003, Ford Driving Skills for Life has provided free driver training in a hands-on environment to more than 1 million newly licensed drivers around the world.

“Driving safely is not about downloading the latest app,” said James Graham, global manager, Ford Driving Skills for Life. “We look forward to expanding our efforts to help reduce the number of crashes and fatalities through teaching real-world training and improved decision-making skills. Working with all of our partner organizations in 35 countries, we believe we are making a substantial contribution to safer driving.”

The award-winning program captures teen and parent interest with free ride-and-drive courses that pair newly licensed drivers with professional driving instructors. The focus is on the issues and obstacles drivers face that cause crashes.

In addition to warning about the dangers of impaired and distracted driving through Ford's drugged and drunk driving suits, this year will feature virtual reality training tools to help new drivers navigate traffic circles, pedestrians and bicyclists.

Special emphasis for 2017 includes instruction for drivers ages 18-20, who are involved in more fatal crashes than younger teens. In addition, many organizations serving teens will incorporate "The Academy," a web-based curriculum at www.drivingskillsforlife.com, into their programs. Grants will also be provided to states to focus on latest issues facing drivers.

Working with its national partner, Governors Highway Safety Association, Ford Driving Skills for Life will cover 15 markets in the United States this year, including Alabama, Arizona, California, Colorado, Florida, Georgia, Illinois, Maine, Michigan, New Hampshire, Rhode Island, Texas, Vermont, Washington and Wisconsin. The hands-on program will serve more than 150 markets globally, with stops now including Hungary and Norway.

["Mission Not Accomplished: Teen Safe Driving, the Next Chapter."](#) a Governors Highway Safety Association report released in October, shows that despite progress reducing teen driving deaths from 2005 to 2014, teen drivers are still 1.6 times more likely to be involved in a fatal crash than adults 35-40. Data shows teen driver-involved traffic crashes and fatalities increased 10 percent in 2016 over 2015 – the first increase since 2006.

"Despite progress in recent years, teens continue to be overrepresented in motor vehicle crashes and fatalities across the country," said Jonathan Adkins, executive director, Governors Highway Safety Association. "For this reason, the association and the State Highway Safety Office are looking forward to bringing this powerful program to even more teens and their parents – coast to coast and around the globe."

**Source: Governors Highway Safety Association "Mission Not Accomplished: Teen Safe Driving, the Next Chapter"*

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About Ford Driving Skills for Life

Ford Driving Skills for Life was established in 2003 by Ford Motor Company Fund, the Governors Highway Safety Association, and a panel of safety experts to teach newly licensed teens and parents the necessary skills for safe driving beyond what they learn in standard driver education programs. Now in its fourteenth year, the basic premise behind Ford Driving Skills for Life is to provide a step in the learning process, providing new skills and information not currently shared with newly licensed drivers in the basic driver education courses. The program has trained more than 1 million individuals in safe driving practices. It is offered in 35 countries, and hands-on driving clinics have been conducted in all 50 U.S. states, Puerto Rico and the District of Columbia. For more information visit 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 <https://corporate.ford.com/company/community/ford-fund.html>.

About Governors Highway Safety Association

The Governors Highway Safety Association (GHSA) is a nonprofit association representing the highway safety offices of states, territories, the District of Columbia and Puerto Rico. GHSA provides leadership and representation for the states and territories to improve traffic safety, influence national policy, enhance program management and promote best practices. Its members are appointed by their Governors to administer federal and state highway safety funds and implement state highway safety plans. Contact GHSA at 202-789-0942 or visit www.ghsa.org. Find us on Facebook at www.facebook.com/GHSAhq or follow us on Twitter [@GHSAHQ](https://twitter.com/GHSAHQ).

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