



# 2011 Ford Safe Driving Survey

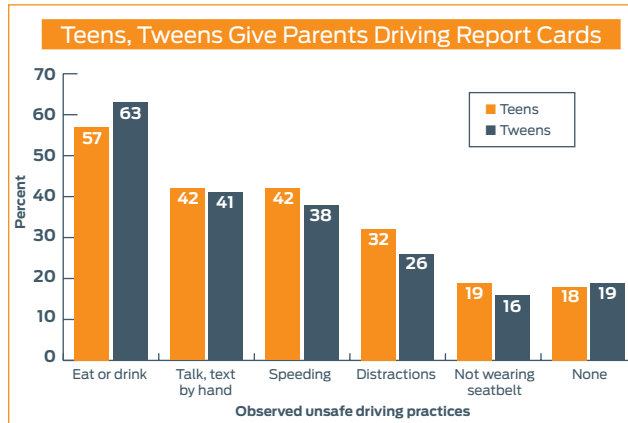
New research commissioned by Ford Motor Company provides insight into the different views and behaviors of parents and children when it comes to safe driving. To bridge this gap, Ford continues to invest heavily in new safety technology and is expanding its Driving Skills for Life teen safe driving program.

## Distracted driving

Federal statistics show motor vehicle crashes remain the leading cause of death for teens. According to the National Highway Traffic Safety Administration (NHTSA), 16 percent of all drivers younger than 20 involved in fatal crashes were reported to have been distracted while driving.

Ford's survey shows parents oftentimes don't lead by example.

- 82 percent of teens and 81 percent of tweens have witnesses their parents drive distracted
- 51 percent of parents say their kids have called out their unsafe driving
- 77 percent of tweens and 55 percent of teens seek safe driving advice from their parents



## Driving Skills for Life



Many U.S. parents surveyed would like their teens to experience more advanced driver training such as Ford's award-winning Driving Skills for Life teen safe driving program.

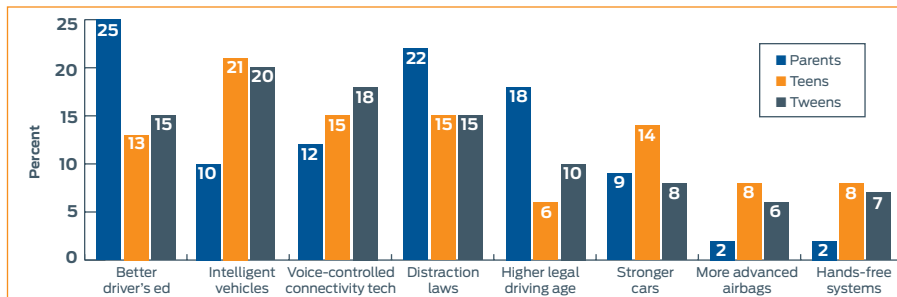
- 88 percent of parents are interested in learning new techniques to help teen drivers develop safe driving skills



- 83 percent of parents are concerned that education cutbacks are negatively impacting their child's safe driver training
- 82 percent of parents expressed interest in enrolling their child in a safe extracurricular driver education program
- Less than 20 percent of parents seek out driver safety programs in addition to traditional driver education programs

## Making Safer Drivers - Training or Tech?

Many parents believe better driver training will lead to safer drivers. But, teens and tweens rank new technologies highest on their safety lists.



## Intelligent Vehicles

Ford is aggressively accelerating its commitment to wirelessly connected intelligent vehicles – known as vehicle-to-vehicle communications.

Tweens and teens surveyed put vehicle-to-vehicle technology at the top of their list of tools that would be most helpful in keeping drivers safe while parents preferred advanced driver training and a higher legal driving age.



## Doctor's tips

Parent and teen roadmap for safe driving discussions

Dr. Charles Sophy, a family communications expert, offers his top five tips for discussing safe driving with young drivers.

1. Be confident and educated in the driving process yourself – your strength is the guiding force, and you might want to brush up on rules and regulations before you take on the role of teacher
2. Do as I say and as I do – be sure you're setting a good example, as well as being a role model with your own driving
3. Educate your child – share reports and statistics of motor vehicle mishaps and show how high the stakes really are. Teens identify with other teens, even ones they've never met that live in a different state
4. Teens can earn their parents' trust – be responsible and demonstrate it regularly, like taking your parents out for a drive to show you understand the importance of safety
5. Safe driving can be fun – teens and parents should talk about expectations and agree on vehicle safety features, such as maximum speed and radio volume controls