



Students Take Control of Their Safety: Ford's Driving Skills For Life Teaches Invaluable Lessons in Dangers of Speed and Poor Night-time Visibility

- In partnership with Al Jazirah Vehicles Agencies Co., Ford trained nearly 400 students for its Driving Skills For Life programme at Riyadh's King Saud University and Jeddah's King Abdulaziz University
- Driving Skills For Life is a safe-driving initiative created by Ford Motor Company in 2003, in cooperation with the Governors Highway Safety Association (GHSA) and a panel of safety experts
- The free driving programme is aimed at teaching safe driving skills in four key areas – hazard recognition, vehicle handling, space management, and speed management, a prime focus for the UN Global Road Safety Week this week

Ford Middle East and Al Jazirah Vehicles Agencies Co., the importer-dealer for the Ford and Lincoln brands in the Kingdom, this year partnered with King Saud University, Riyadh, and King Abdulaziz University, Jeddah, to host the "Ford Driving Skills for Life" programme in the Kingdom of Saudi Arabia. Nearly 400 students benefitted from the free programme that aims at educating young drivers about the best safe driving practices, and helping to improve their road safety record. Globally, around 1.25 million* people lose their lives in road accidents each year, while between 20 and 50 million others suffer non-fatal injuries, with many incurring a disability. Worryingly from a local perspective, the biggest killer in the Kingdom of Saudi Arabia is road accidents, according to recent statistics, which show an average of [21 deaths per day attributed to dangerous and reckless driving](#). [World Health Organisation's \(WHO\) statistics](#) indicate that the vast majority of traffic accident victims are young people, and that road accidents represent the second largest cause of death in the world for the 15-29 age group.

This month also sees WHO run its UN Global Road Safety Week, running from May 8 to 14, the theme for which – the management and dangers of speed – reflect the approach adopted by Driving Skills For Life in addressing some of the biggest dangers facing newly-licenced drivers today.

President of the Student Partnership Programme, Muteb Al-Hassan, took the reins of the programme at King Saud University Riyadh, the first time DSFL has been led by those it was created for.

"We're delighted to be teaming up with Ford for Driving Skills For Life, and especially excited about the addition of night-time driving skills to the programme," said Al-Hassan. "[Recent research](#) has shown that poor night vision on the road is a source of stress for new drivers, with many fearing they might be involved in an accident, or even hit a pedestrian."

The Driving Skills For Life programme addresses four key areas that are critical factors in vehicle accidents – distractions and hazard recognition, vehicle handling, space management, and speed management. These areas pose the most problems for young drivers and play a role in more than half of the vehicle crashes involving young people worldwide.

Thierry Sabbagh, Managing Director of Ford Middle East, said: "Ford is proud of its rich heritage around safety and it continues to be a key priority for us. Ford Driving Skills for Life was specially designed to make a profound and tangible impact among Arab youth, and help reduce the number of road accidents."

Sabbagh continued: “Inexperience is one of the leading causes of traffic accidents among young drivers, so with this programme we aim to provide students with all the key skill sets they need to help increase their knowledge and confidence on the road.”

The “Driving Skills for Life” programme is an international initiative for road safety created by Ford Motor Company in 2003 in cooperation with the Governors Highway Safety Association (GHSA) and a panel of safety experts, with the programme being adapted per market to reflect the local driving experience.

Now in its 14th year, Ford Driving Skills for Life has provided free training to more than one million newly-licenced drivers in 35 countries, which equates to an investment of more than \$40 million, highlighting Ford’s commitment to promoting safety on the road. In 2013, Ford debuted the programme in the Middle East, and has since trained more than 3,000 students across the Kingdom of Saudi Arabia, and the United Arab Emirates.

For the **Arabic** version of the press release, please click here: [Arabic](#)

About Ford Motor Company

Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 202,000 employees and 62 plants worldwide, the company’s core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please visit www.corporate.ford.com.

Ford’s history in the Middle East goes back more than 60 years. The company’s local importer-dealers operate more than 155 facilities in the region and directly employ more than 7,000 people, the majority of whom are Arab Nationals. For more information on Ford Middle East, please visit www.me.ford.com.

Ford Middle East is also a responsible corporate citizen with currently three CSR initiatives running in the region including the Ford Motor Company Conservation & Environmental Grants, Ford Warriors in Pink® breast cancer awareness campaign and Ford Driving Skills for Life safe driving awareness programme for young drivers and teens.