



Making A Difference

Driving is inherently risky, but for teens the risk of being in a car crash during the first year of driving is higher than at any other point in their lives. The National Safety Council reports that one in five 16-year-old drivers experience a collision in their first year of driving.

Toyota is taking steps to make a difference. *Toyota Driving Expectations* will give teens first-hand experience with the challenges the road can throw their way.

Toyota Driving Expectations takes that next step beyond a driver's education program and introduces "real world" conditions to parents/guardians and their teen drivers in a safe and controlled driving environment.

TOYOTA

Making a Difference.
Together.

www.toyotadrivingexpectations.com

Eligibility

Toyota Driving Expectations will be offered to teens and their parents. Teens must have completed basic driver's training, hold a valid driver's license or learner's permit and must be accompanied by a parent/guardian for the entire program. Parents and guardians need not have a driver's license to attend. All instruction will be in English.

We recommend that teens have at least 20 hours of driving experience to gain the most from *Toyota Driving Expectations*.

have fun



drive better

Enroll Now:
Limited Availability

www.toyotadrivingexpectations.com

drive defensively



10-COM-04494



have fun



Teen Defensive Driving Course

A FREE program for teens and parents!



drive smarter

drive better



What to Expect from Toyota Driving Expectations

Toyota Driving Expectations is a unique program that supplements teens' behind-the-wheel driver's training. It is not basic driver's training. Instead, it's a practical hands-on program that provides advanced driving skills for teens and practical advice for their families. The course puts teens in a variety of simulations under the supervision of professional drivers.

Students will practice everything from braking techniques, to accident avoidance maneuvers, to skid control. Special emphasis will be placed on the dangers of driving distractions such as cell phones, texting, music and passengers. The goal is to provide advanced, professionally supervised experiences for new drivers to reduce their driving risks in the real world.



Registration Information

2010 *Toyota Driving Expectations* classes held at these Bass Pro Shops locations:



Foxborough, Massachusetts

October 2-3

Clarksville, Indiana

October 9-10

Ft. Lauderdale, Florida

October 16-17

Enroll Now:
Limited Availability
www.toyotadrivingexpectations.com

Event Information

- ▲ Parent/guardian participation is mandatory. Teens without a parent or guardian in attendance will not be allowed to participate.
- ▲ Please arrive 15 minutes before your class time for registration. Class time runs 2.5 hours.
- ▲ Snacks and drinks will be provided.
- ▲ Teens must bring their valid driver's license or permit.
- ▲ The event is held outside, so please dress accordingly.
- ▲ This is a complimentary course provided by Toyota.

TOYOTA

The Facts on Teen Driving

- Motor vehicle accidents are the number one cause of death for teens.
- In 2008, 5,864 teens were involved in fatal crashes.
- Teen drivers are involved in fatal traffic crashes at over twice the rate of the rest of the population.
- Nearly 6,000 people died in 2008 in crashes involving a distracted driver, and more than half a million were injured.
- Exceeding the posted speed limit or driving at an unsafe speed is the most common error in fatal accidents.

Sources: National Safety Council and NHTSA

"I needed more experience to be a better driver and this course helped me to learn to control my speed and minimize distractions."



Improve Confidence and Driving Skills

For Teens:

- ▲ Define and introduce defensive driving
- ▲ Identify dangerous driving situations
- ▲ Demonstrate what a car can and cannot do
- ▲ Navigate through a distracted driving course and various defensive maneuvers

For Parents:

- ▲ Creative coaching tools to use with teens
- ▲ Clarify parameters of responsible driving
- ▲ Establish rules for the privilege of driving