

GIVE YOUR TEEN THE DRIVER'S EDGE FOR FREE!

AUGUST 9TH & 10TH @ KEMPER ARENA

Driver's Edge is coming back to Kansas City! On August 9 and 10, 2008, Driver's Edge will make its very first visit to Kansas City with an event at Kemper Arena. To date, nearly 50,000 young drivers and their parents across the country have had the opportunity to attend this innovative and potentially life saving program.

Every day, over 1,200 16 to 20 year olds are injured and another 16 are killed in auto-related collisions. Car collisions are the number one killer of our youth. It's time to show that a difference can be made because the statistics regarding young drivers are staggering:

- ✓ Every 19 seconds of every day a driver aged 15 to 20 is in a police reported collision
- ✓ The crash involvement rate for young drivers is three times greater than the average driver
- ✓ Young drivers make up only 6.3% of total drivers but account for 16% of all collisions
- ✓ Over 63% of all teen fatalities were not wearing a seat belt

These are statistics we are determined to change. On Aug 9 and 10, 2008, Driver's Edge will provide comprehensive real life training for young drivers in an effort to combat the ever increasing statistics regarding teen auto collisions and driving fatalities. This unique program is taught by driving professionals through a combination of behind the wheel and classroom experiences designed to alter young driver attitudes and behavior and to serve as a "wake-up call" to help erase the video game mentality that is common among many of today's young drivers. Exercises include expert instruction on skid control, evasive lane changes, panic braking, combating unexpected situations and more.

A 501(c)(3) nonprofit organization and public charity, Driver's Edge was originally developed to address the fact that the nation's schools simply do not have the facilities, budgets or expertise to develop and institute the appropriate and necessary hands on training for young drivers.

While a comparable program would cost approximately \$450 per person, there is **NO CHARGE** for young drivers to attend Driver's Edge, thanks to private charitable donations and the generous support of community oriented companies such as Bridgestone-Firestone North American Tire, LLC, Firestone Complete Auto Care, the IndyCar Series, the Ethanol Promotion and Information Council and the CarMax Foundation.

Two programs will be conducted on both Saturday and Sunday, August 9 and 10, 2008: 8:00 am and 1:00 pm. Class length is approximately 4 hours and parents are strongly encouraged to attend. A total of 400 young drivers (plus their parents) will have the opportunity to attend. Spaces are available for young drivers age 21 or younger with a valid driver's license or permit.

Classes fill up quickly so register now!

To register, please visit www.driversedge.org or call (702) 896-6482

Together, we can and will make a difference.