



## SPEAKER STATEMENTS

[www.michigan.gov/s4sd](http://www.michigan.gov/s4sd)

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*Strive For a Safer Drive Kick-off Press Conference*

*October 11, 2011*

"Strive For a Safer Drive is a unique opportunity for students to gain valuable experience while impacting the lives of their friends, classmates and community members. In 2010, 53 drivers ages 16 to 20 were killed in traffic crashes. That is 53 young lives lost and 53 families changed forever. By combining the efforts and resources of AAA Michigan, Ford Driving Skills for Life and the Michigan Office of Highway Safety Planning, we hope to have a positive impact on this statistic."

Michael L. Prince  
Director, Michigan Office of Highway Safety Planning

"Ford Motor Company Fund and The Governors Highway Safety Association developed Ford Driving Skills for Life (DSFL) in 2003 to address the leading cause of death for teenagers: vehicle crashes. Research shows that inexperience is the reason teens are more likely to be involved in fatal crashes. Ford DSFL uses web-based educational tools, classroom materials, school immersion programs and hands-on training with professional instructors to give teenagers the experience they need to become safer drivers. Thanks to our partners, AAA Michigan and the Michigan Office of Highway Safety Planning, we are able to expand our reach through programs like S4SD that encompass all aspects of Ford DSFL and help save teen lives."

Jim Graham  
Community Relations Manager, Ford Motor Company Fund

"We are pleased to be a sponsor of this new and important teen driving safety communication contest, which will engage our teen drivers in Michigan. Peer-to-peer communication is an effective way for teens to help other teens understand the importance of safe driving. This sponsorship is the latest addition to our ongoing teen driving safety program. We recently launched a new website, [www.TeenDriving.AAA.com](http://www.TeenDriving.AAA.com), to help teens navigate through the licensing process and become good drivers. New young drivers will find helpful interactive exercises and quizzes, while parents will also find useful information, including a downloadable Parent-Teen Driving Agreement."

Jack Peet  
Traffic Safety Manager, AAA Michigan

