



New Hands-on Simulation Training

proven to create superior cognitive driving skills and reduce collision incidents

We teach drivers to think before they act. Our unique program provides experienced-based driver training that leverages a proprietary curriculum with state-of-the-art simulation.

drive for life is a proprietary technology based driver training platform that creates safer drivers by focusing on improving decision making. Our breakthrough is training drivers from the head down, not from the feet up. Traditional training focuses on basic knowledge and vehicle control. This does not effectively deal with the root cause of over 80% of all collisions – *poor decision making*.

How We Do It: The Driver Activation Program™

- Tailored use of cognitive based training techniques: we designed the program for adults who are already good drivers and want to get better. You will build your decision making skills – in the car and out of it. You will become a smarter driver by learning how to use your brain more effectively.
- The only company to move simulation training to interactive Samsung tablets. The result is a highly interactive and hands on learning experience that combines computer generated driving situations with cognitive based training exercises.
- Our *drive for life* proprietary SPOT™ curriculum (Scanning, Predicting, Options, Taking Action) helps drivers become “thinking” drivers utilizing superior scanning and predicting abilities to anticipate and avoid dangerous situations.
- 3 hours per driver of training in small groups of 10 or less.



Benefits: Get your hands-on simulation now!

- Proven to keep you safer by reducing collisions and costs. The only driver training program uniquely recognized by Insurance companies (Aviva Canada) for lower discounts.

Insurance Industry Test Results – Post 12 Months DFL Training		
	5 Year Historical Average	DFL Trained
Collision Frequency - % Drivers	10.7%	7.4%
Average Cost per Collision	\$9,400	\$5,500
Total Collision Costs	\$100,580	\$40,700
Year 1 Savings (includes training cost)		\$27,380

- Cost and time efficient. The program can be customized to your needs.
- Allows you to utilize your own trainers on our technology and training platform.
- SPOT training platform successfully used with Emergency Response (Police, EMS & Fire), US Military, corporate fleets, novice and senior drivers.
- Fact Based Training: Analysis of collision incident data – cost parameters and incident occurrences; Creation of business case to justify financial payout of training investment; Customization of training scenarios based on collision incident analysis; and, Score carding/assessment of trainees.