

Mission Statement

The SMART DRIVE Foundation is a non-profit organization created in 2004 to help reverse the rash of teen driving fatalities in Delaware in February of 2004.

It was originally designed to take over where Delaware's nation-leading, Driver's Education Programs left off. Now, this award-winning effort, strategically designed to enhance driving judgment, serves thousands of high school sophomores, juniors and seniors throughout the states of Delaware, Maryland and Pennsylvania.

While SMART DRIVE is partly about driving basics, the core of the program is ALL ABOUT DECISIONS AND CONSEQUENCES while a young driver is behind the wheel and before he or she even gets into the vehicle!

The desired outcome for the SMART DRIVE partners is for a significant number of young drivers to make correct decisions every time they are behind the wheel so they will never put themselves, their passengers, or their vehicle in harm's way.

SMART DRIVE is supported entirely by dedicated sponsors who believe in our mission of safe driving. Among them are Delmarva Broadcasting Company, Delmarva Power, State Farm Insurance, Wilmington University, The DuPont Company and Plato's Closet to name a few

SmartDrive is a 501c(3) nonprofit foundation.

Prize Structure

SMART DRIVE prizes are awarded by region. At present, there are four (4) regions — New Castle County, DE, Delaware South — which includes Kent and Sussex County, DE, the state of Maryland and the Commonwealth of Pennsylvania. Each region will be awarded the following:

SmartDrive Student of the Year –

Top three point achievers regionally

First Place -- \$4,000

Post Secondary Education Scholarship

Second Place – Laptop Computer

Third Place – Personal Flat-Screen Television

SmartDrive Student of the Year by School

Top Point Achiever per school receives

A gift certificate from one of our sponsors

- **IN DELAWARE ONLY** —All Students -- an insurance discount by completion of the program or via free Delaware Safety Council Defensive Driving Course.

Insurance discount may be honored by insurance companies of students in Maryland and Pennsylvania check with your agent.



Phone: 888-553-6543

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smartdriveusa.org

www.smartdriveusa.org

2727 Shipley Road

P.O. Box 8336

Wilmington, Delaware 19803



90 Days to a Smarter Driver

2011-2012 Program Overview



888-553-6543 Toll-free

www.smartdriveusa.org

What is *SmartDrive*?



Are you a young driver or the parent of a young driver?

Concerned about his or her safety?

Experiencing high insurance rates?

The administrators and teachers at your school have the same concerns. So to help young drivers improve their skills and be safer on the road and compete for some great prizes, they have chosen to become a *SmartDrive* school for the upcoming academic year.

SmartDrive is a free, online program of driver education reinforcement aimed at students who already have their driver's licenses. The program was conceived by Delmarva Broadcasting Company in early 2004 in response to a rash of untimely and unnecessary deaths of several Delaware high school students in vehicle crashes. A group of driver safety education professionals, including the Delaware Attorney General's Office, The Delaware Office of Highway Safety, The Delaware State Police, The New Castle County Police, The State of Delaware Insurance Commissioner's Office, The Delaware Safety Council, The YMCA Resource Center, Delaware's Fire & Rescue Service developed this comprehensive program to educate and motivate young drivers to operate at a higher level, demonstrating greater responsibility and maturity before and during every moment they are behind the wheel of a motor vehicle.

Visit our website at

www.smartdriveusa.org

How *SmartDrive* Works

SmartDrive is an ONLINE program of driver education reinforcement offered from July 1 through March 31. It consists of three instructional student modules and one "bonus" parent module. The program features case studies, graphics, questions and video clips to challenge students to develop their analytical and judgmental skills to assist them in driving smarter.

Each module will take no more than 2 hours per month. Students receive a logon and password to participate. The modules are chock full of information, graphics, case studies and film clips to challenge young drivers and help them earn points toward prizes. Reminders including valuable coupons will be emailed to them throughout the month. Special "**Checkered Flag Challenges**" will also pop up occasionally as opportunities to gain more points toward prizes.

Offered through participating Delaware, Maryland and Pennsylvania high schools, students can do the program on their own time not only to improve their driving skills but also earn great prizes such as trips, concert tickets, iPods, even college scholarships. *SmartDrive* will be presented to you or your son or daughter in the coming weeks, please encourage him or her to participate, not just for the prizes or the insurance discount but most importantly to do everything you can to help him or her to "drive smart".

For more information call 888-553-6543



Become a *SmartDriver*

There are 3 ways to sign up:

- **Online at www.smartdriveusa.org** — Simply fill out our online enrollment and we will send you back a confirmation email and logon for the *SmartDrive* website.
- **Obtain a commitment form** from your school administrator — usually the Driver Ed teacher, or Wellness Center staffers, fill it out and return it to them.
- **Call us at 888-553-6543 and we will sign you up today!**



Ask about our new hands on programs for 2011-2012!

Including our Distracted Driving Program — free to schools and community events!

SMARTDRIVE IS A COMMUNITY SERVICE EFFORT SUPPORTED BY...



WILMINGTON UNIVERSITY



DELMARVA BROADCASTING COMPANY

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