

Ladies and gentlemen start your engines....



October, 2006

**Do you have a young driver? Concerned about his or her safety?
Experiencing high insurance rates? Looking for scholarship opportunities?**

As we know there are no guarantees in this life. One of the times when that is most evident is the first time we, as parents, hand out car keys or as young drivers, get behind the wheel of a car. Why not do everything you can, as that parent or that young driver, to ensure that every drive is a safe one, that each drive ends safe and sound, no ifs, ands or buts....

[SmartDrive](#) is just the ticket for you and your young driver.

[SmartDrive](#) is a free, online program of driver education reinforcement designed especially for students who already have their driver's licenses. Using a formula of online challenges in the form of questions, case studies, graphics and videos, [SmartDrive](#) takes on the road learning to a whole new level, effectively matching the two arenas that matter the most to teenagers – the internet and the road. Bottom line, [SmartDrive](#) is a winning combination no teen driver should hit the road without.

[SmartDrive](#) 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 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.

Of course, safety isn't always quite enough incentive for teen drivers, so we at [SmartDrive](#) have devised a series of incentives including scholarships, vacations, concert and theme park tickets to complete our winner's circle.

[SmartDrive](#) will be presented in 34 schools throughout the state of Delaware this year.

[SmartDrive](#) consists of three monthly instructional student modules and one “bonus” parent module, all of which will be presented between November 1st and January 31st. The program features case studies, graphics, questions and video clips to encourage students to develop their analytical and judgmental skills with regard to motor vehicle operation. The aim is to review and reinforce good driving principles and habits and encourage a dialogue between parent and young driver.

This year we’ve added an exciting new feature to [SmartDrive](#) -- the top three schools as measured by the highest percentage of performance will be selected as SmartDrive Schools of the Year and earn \$1,500, \$1,000 and \$500 respectively for their After- Prom parties. It’s our way of keeping our teens safe at Prom Time.

[SmartDrive](#) is easy to join... simply log on to our website at www.smartdrivede.org and enroll...it’s that simple. We will send you your own personal password. Modules begin on November 1. Don’t delay...do everything you can to drive smart with [SmartDrive](#)!

***For more information call 302-463-6543 or visit our website at
www.smartdrivede.org.***