

DRIVE *for* LIFE

THE NATIONAL SAFE DRIVING TEST & INITIATIVE

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NEWS ADVISORY

FOR IMMEDIATE RELEASE
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Highway deaths, crashes spur ambitious driver education initiative

*'Drive for Life' to challenge Americans
to become better, more alert drivers*

WASHINGTON – On the heels of the most deadly year of highway deaths in a decade, a coalition of highway safety, law enforcement and education advocates will launch **“Drive for Life: The National Safe Driving Test & Initiative”** – the most ambitious driver education and outreach effort in decades – at a news conference set for Tuesday, May 27, 2003 at the National Press Club.

Initiative partners will release the results of a Mason-Dixon poll of driver attitudes and behavior. The poll reveals, among other things, that Americans believe cars are constructed to be safer than in the past. But the poll also found that Americans believe drivers are more dangerous. Indeed, in 2002, traffic deaths were at their highest level since 1990: 42,850 people died in traffic deaths last year, a 1.7 percent increase over the previous year. As the poll confirms, a lack of driver awareness and education are the final frontier of road safety.

A push for millions of drivers of all ages to “re-test” themselves is at the heart of this initiative. **“Drive for Life: The National Safe Driving Test & Initiative”** aims to promote driver education and awareness through the poll, a half-hour television special, an interactive Web site, outreach to schools, and a renewed national focus on improving drivers’ skills, decision-making and awareness.

Indy Racing League star Greg Ray, fresh from competing in the Indianapolis 500, will be on hand to address 10 common driving mistakes as part of the initiative, which is underwritten by Volvo Cars of North America in partnership with AAA. Other partners include Partners for Highway Safety, the National Association of Police Organizations and the National Sheriffs’ Association.

Scheduled to speak at Tuesday’s news conference are: Charlie Crist, Florida’s attorney general; Vic Doolan, president and CEO, Volvo Cars of North America; Paul Burris, president, Partners for Highway Safety; Susan Pikrallidas, vice president of public affairs, AAA; IRL star Ray; and Bill Johnson, executive director, National Association of Police Organizations.

The event will take place:

Tuesday, May 27, 2003

10 a.m.

National Press Club
First Amendment Room

Live satellite access

A live video broadcast and a b-roll package will be available on satellite for the free and unrestricted use by news organizations.

- Live news conference: 10-11 a.m. EASTERN TIME (test signal begins at 9:45 a.m. ET).
Coordinates: Ku-band analog satellite AMC2 (Ge2), Transponder: 3K, Orbital Position: 85 west, Downlink Frequency: 11760 MHz Vertical.
- B-roll/highlights package: 2:35-2:45 p.m. ET (test signal begins at 2:30 p.m. ET)
Coordinates: Ku-band analog satellite AMC2 (Ge2), Transponder: 3K, Orbital Position: 85 west, Downlink Frequency: 11760 MHz Vertical.
- Transmission contact: ConnectLive (202) 513-1000.

Post news conference Q&A teleconference

Journalists can participate by calling: (202) 772-0065 or (888) 882-NEWS.

11:30 a.m.-12:30 p.m. ET.

- PARTNERS -



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