

February 6, 2014

NDDOT and Ford Motor Company launch Parent's Supervised Driving Program in North Dakota

The North Dakota Department of Transportation (NDDOT) announced today the launch of an innovative new program sponsored by Ford Motor Company that is designed to prevent one of the major causes of death and injury for teens on the road – inexperience. According to North Dakota crash data, every year, teens account for approximately 20 percent of the fatalities and major injuries that occur on the state's roads and highways.

"We are excited to partner with Ford Motor Company on this program that is aimed at teaching our young people safe driving skills," said Glenn Jackson, Drivers License Division Director. "What could be more important than providing parents the tools to help their teen develop their skills and establish a lifetime of good driving habits?"

Utilizing sponsorship funds committed by Ford, the new program is now available to parents and guardians of North Dakota teens seeking their learner's permit. *The Parent's Supervised Driving Program* encourages parents and teens to drive together at different times of the day in a variety of weather conditions and unfamiliar settings on rural roads, highways and city traffic. It also features printed curriculum and provides parents with a resource geared toward skill development. The guide will be available at all North Dakota Drivers License sites to North Dakota teens and their parents when they receive their learner's permit.

Currently teens under the age of 16 are required to log 50 hours of parental supervised driving before receiving their North Dakota Drivers License.

Steve Kenner, Global Director of Ford's Automotive Safety Office stated, "The skills outlined in this guide are meant to help teens learn to be better drivers. It is one of the ways Ford works to help teens." Kenner continued, "In addition to this program, Ford also offers Driving Skills for Life, which gives teens advanced real world training. Ford also offers MyKey technology, which gives parents options to help encourage safe driving behaviors even when the parents aren't in the car."

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Parents and teens are also invited to connect with the program online and through social media as well as on a mobile app that helps parents and teens track their drive times and become “RoadReady.”

“This state-of-the-art program was developed by the foremost experts and organizations in highway safety,” stated Jeff Larson, President of Safe Roads Alliance, who worked in partnership with the NDDOT to develop the program for the state.

Through a public-private partnership supported by Ford Motor Company, the NDDOT is able to provide this valuable resource to parents of teen drivers at no cost to families or to taxpayers.

For more resources about program, visit www.theparentssuperviseddrivingprogram.com/media

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About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 180,000 employees and 65 plants worldwide, the company’s automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding the company and Ford products, please visit www.corporate.ford.com.

About Safe Roads Alliance

Safe Roads Alliance is a not-for-profit organization dedicated to improving highway safety by improving driver education with particular emphasis on behind-the-wheel training.