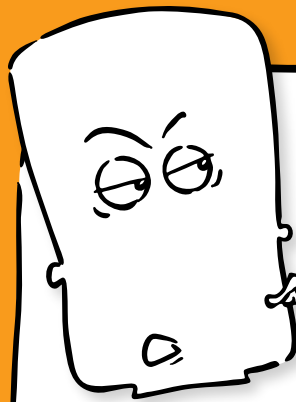


KEEP IT
OUT OF
CARS™

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Hi, I'm Mind. And he's Les.

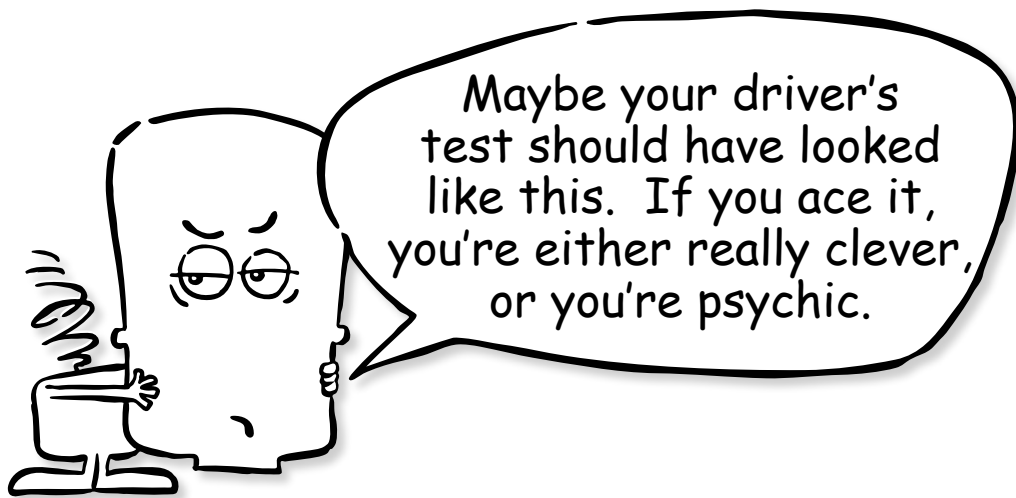
Yeah, I'm a detached head. So why would any self-respecting program directed at teen

drivers use a cartoon bobblehead with a detached body as a spokesperson? Because I'm a metaphor, that's why.

See, at this point, you pretty much know what you're supposed to do behind the wheel. Sometimes though, you do stuff that goes against common sense and everything you've learned about how to drive safely. So your head tells you to do one thing, but instead, you do the opposite, and you drive mindlessly. Hence the metaphor.

Now you're probably sick of hearing what you should and shouldn't do in a car. Your parents, your teachers, the DMV, driving instructors, and now a cartoon character's telling you what to do. In all honesty, I don't want to be here either. I wish car crashes weren't still the number one killer of teens in America. But the point is, they are, so here I am, telling you to "Keep It Out of Cars."[™] At the very least, I'll try to tell it to you straight.

For one thing, it's not really your fault if sometimes you think with your head, and drive without it. Your driving education probably didn't address the factors that posed the greatest threat to you. How many hours did you practice parallel parking? A lot, right? And how many hours did you spend learning the factors most likely to get you into a crash? Did you spend any? Did your driver's test even ask about the ONE THING that causes the most crashes for new drivers? I'm guessing it didn't.



❶ Let's start with an easy one. What causes the most fatal crashes among teens?

- A: Alcohol
- B: Drugs
- C: Falling asleep at the wheel

Answer 1: D. Distractions. That was a trick question. Yeah, driving drunk, stoned, or tired is pretty stupid, but over 87% of fatal accidents for new drivers involve distractions like cell phones, iPods, and even your own friends. 87%. You gonna bet against those odds?

❷ Think your quick reactions can help save you from a crash?
How much does talking on your cell phone delay your reaction time?

- A: .2 seconds
- B: .4 second
- C: .8 seconds
- D: About fifty years



Answer 2: D. Yeah, another trick question. Just because your eyes are on the road doesn't mean your head is. Using a cell phone while you drive, even if your eyes are on the road, slows your reaction time to that of a seventy year old (50 + your age, so about 70). In fact, using a cell phone increases your chances of a crash by 300%. That's like walking into a bear cage with a steak on your head.

3 Here's a tricky one. Which of these activities should you use your rearview mirror for?

- A: Applying lipstick
- B: Checking out the hottie in the car behind you
- C: Making eye contact with someone you're talking to in the back seat
- D: Backing down the driveway

Answer 3: It's D, right? Wrong! The answer is ALL of the above, as long as the car ISN'T moving. Otherwise, your mirrors are there to keep you safe, not to keep you looking your best. Put it this way, at 65 mph, you'll need about two seconds for your brakes to stop you AND about a second and a half to even apply the brakes. There is no time in that equation to apply lipstick. Besides, you look great. Keep your eyes on the road.

4 In the majority of crashes resulting in the death of a teen driver, what's the average age of the driver of the other car?

- A: 16-20
- B: 20-55
- C: 55-75

Answer 4: None of the above. The majority of fatal crashes involving new drivers are single car crashes. No one drifting into your lane, running a red light, or cutting in front of you. Just a new driver losing control for a split second.



5 OK, here's a math question, so you know there's no trick answer.

If driving 75 mph instead of 65 mph (a.k.a. speeding) increases the chances of death or serious injury in an accident by 100%, (a.k.a. doubled) is it worth going 75 mph instead of 65 to travel 10 miles 2.5 minutes faster?

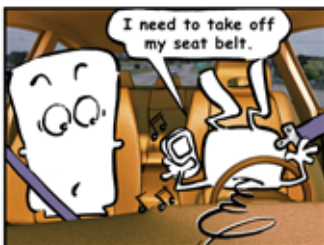
Answer 5: Tricky question, easy answer. No. Speeding really doesn't save that much time, but greatly increases the chance you'll be in a crash and be killed. Even if you don't get in a crash, it increases your chances of getting a ticket AND uses more gas, which is bad for your bank account AND the environment. So now you're putting yourself and your passengers in danger, and paying more money to damage the environment. Way to go champ. Enjoy those two and a half minutes.

6 Okay, guys vs. girls time. Time to see once and for all who the better drivers are. What gender driver is responsible for two thirds of all fatal teen crashes, accounts for a greater percentage of fatal crashes than ever, and is statistically more likely to drive faster when there's a guy in the passenger seat?

A: Guys

B: Girls

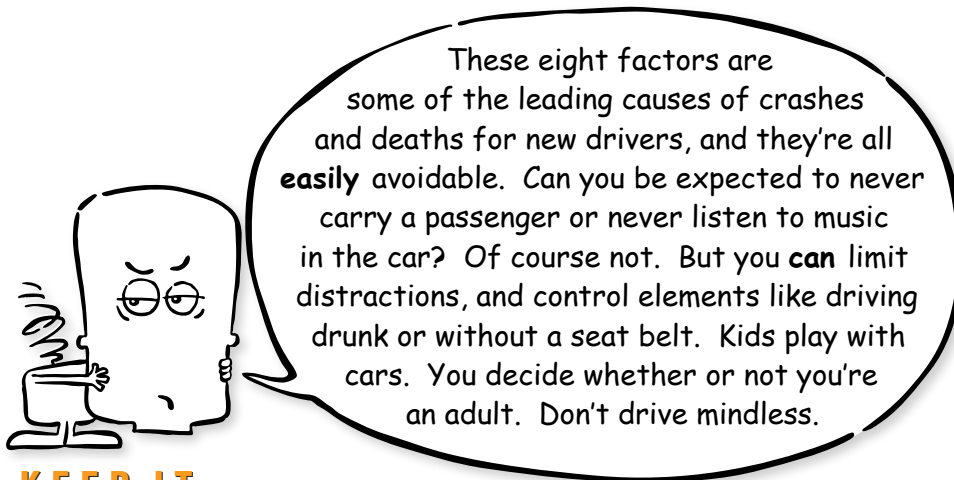
Answer 6: Both. Or rather, neither. GUYS account for two thirds of fatal crashes, but they used to account for three quarters. That means GIRLS are accounting for more fatal crashes than in years past. And both guys AND girls tend to drive faster when there's a guy in the passenger seat. The point? Just because you're a guy or girl doesn't mean you're a better driver, period.



Ready to stop playing against the odds?
Here are eight things you can keep out of cars
to really reduce your chances of a crash.

— 8 MINDLESS MOMENTS —

- 1 Duh** (a.k.a. Not Wearing a Seat Belt)
- 2 Telecommunication Time Bombs** (a.k.a. Cell Phones)
- 3 Driving Deaf** (a.k.a. Loud Music)
- 4 The Fast and the Laughably Stupid** (a.k.a. Speeding & Aggressive Driving)
- 5 Radio DJing** (a.k.a. Radio DJing)
- 6 Shut Up Back There** (a.k.a. Distracting Passengers)
- 7 Delayed Reaction** (a.k.a. Drinking, Drugs, and Driving)
- 8 I'm Too Good to Care** (a.k.a. Sloppy Driving)



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If you want to do more, join your local SADD chapter. If your school doesn't have a SADD chapter, contact your local DCH dealership for help in starting one. And don't forget to stop by any of the DCH Auto Group locations to get more information about Keep It Out of Cars™ and SADD. Or go to DCHAutoGroup.com to learn about upcoming events in your community.

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