“The new Driver Improvement Program is an outstanding product that gives us all the tools we need to deliver up-to-date driving safety information in a lively way that holds the attention of even the toughest audience.”

Don Lindsey
Leader, AAA Driver Improvement Program
Certified Instructors can now take advantage of a comprehensive, tested, multimedia driver improvement program from AAA. Materials are easy to adapt to the needs of:

- First time traffic offenders
- Fleet operators
- Mature operators
- Drivers who want to qualify for reduced points and insurance discounts.

What’s in the Program?

- Instructor Kit with core and supplementary content
- Two menu-driven DVDs:
  - Managing Visibility, Time and Space
  - Safe Driving for Mature Operators
- Individual Student Guides
This Program Is Right for...

Traffic Offenders
The defensive driving material in this course has qualified traffic offenders for point reduction since 1977. Major insurance carriers also may reduce premiums for drivers who complete this program.

Corporate Fleets
The National Highway Traffic Safety Administration reports that traffic safety programs help companies protect fleet employees while cutting costs related to crashes and lost productivity. The relevance and flexibility of the AAA Driver Improvement Program makes it a cost-effective option for both large and small fleets.

Mature Operators
AAA has researched the needs of drivers 55 and older since 1979. AAA introduced a targeted driver improvement program, Safe Driving for Mature Operators, in 1985.

AAA materials give experienced drivers new techniques to help cope with the physiological, psychological and sociological changes that are a part of aging.

Choose the Modules to Meet the Needs of Each Class
1  Introduction (3 custom modules)
2  Seeing (2 custom modules)
3  Communicating
4  Adjusting Speed
5  Margin of Safety
6  Your Vehicle
7  Driving Emergencies
8  You the Driver (2 custom modules)

Combine these modules to deliver 4, 6 or 8 hours of training to a variety of drivers.

A Program that Meets Your Needs by Meeting Student Needs

The AAA Driver Improvement Program can help you grow your business by reaching more students. Instruction is delivered in eight 50-minute modules that can be presented as a total program. Or you can use individual units for presentations to civic groups or “lunch and learn” seminars.

The knowledge and contributions of AAA traffic safety researchers, state DMVs and public safety organizations went into the creation of this material. It has been used to educate people involved in moving violations and more serious driving infractions.

The materials include statistics provided by the National Highway Traffic Safety Administration, AAA Foundation for Traffic Safety and traffic safety journals.
To meet the needs of all drivers, the AAA Driver Improvement Program includes two versions:

**Safe Driving for Mature Operators**

*Safe Driving for Mature Operators* was created specifically for drivers 55 and older.

This program delivers tips and techniques to help experienced drivers compensate for changing vision, reflexes and response time; understand how prescription medications may affect driving; and drive defensively in a variety of situations.

It can be presented over 4 hours, 6 hours or 8 hours.

**Managing Visibility, Time and Space**

*Managing Visibility, Time and Space* teaches drivers how to prepare the vehicle for optimum visibility, compensate for environmental factors, drive defensively and react to potentially dangerous traffic situations.

This course is used by the U.S. Navy, Air Force, and Marine Corps to prevent traffic fatalities worldwide.

Many insurance underwriters, police, public utilities and delivery fleets require drivers to complete this course.

This course is approved for traffic violators seeking point reduction in 35 states. Insurance providers may also discount premiums for drivers who successfully complete this course.

It can be presented over 4 hours, 6 hours or 8 hours.
Certified?

AAA Certification Boosts Your Credibility with Drivers

Thousands of Instructors around the world have earned certification from AAA as Driver Improvement Program Instructors. A 40-hour certification program is offered through AAA. To earn certification as an Instructor, you must:

- Be 21 or older.
- Get approval from your local AAA club before registering.
- Have a clean driving record for the past three years.
- Complete the course with a grade of 70 percent or higher.

Re-certification is required every three years.

Want to Train the Trainers?

Take the Lead

Already a certified AAA Driver Improvement Program Instructor? Take your skills and business to the next level by becoming a Lead Instructor. A 32-hour certification program is offered through AAA.

To earn certification as a Lead Instructor, you must:

- Be 21 or older and have a clean driving record.
- Get approval from your local AAA club before registering.
- Complete the AAA Driver Improvement Program Instructor course with a grade of 88 percent or higher.
- Conduct AAA Driver Improvement Program classes for at least a year.

Re-certification is required every three years. For a current course schedule, log onto AAA.biz/trafficsafety.
Q: How do I purchase Driver Improvement Program materials?
A: To view a AAA Driver Training Materials Catalog, log onto AAA.biz/traf
icsafety. Program materials are purchased from your local AAA club. To locate the club nearest you log onto AAA.com.

Q: Can this program be used to enhance my novice or fleet driving programs?
A: Yes, portions of the program can be used to supplement or enhance any driving program curriculum.

Q: How do you become a AAA Driver Improvement Program certified Instructor?
A: To become a certified Instructor, you must complete a 40-hour training course and pass the certification test with a grade of 70 percent or higher.

Q: What is the difference between an Instructor and a Leader?
A: An Instructor teaches the course to the general public, the end user. Leaders train students to become certified Instructors. Leaders may also teach the course to the end user.

Q: Is there a AAA Driver Improvement Program Instructor certification course offered in my state?
A: To view a course schedule log onto AAA.biz/traf
icsafety, or contact your local AAA club on AAA.com.

Q: How long does my certification last?
A: Your certification is valid for three years.

Q: When my certification is near expiration do I have to take the 40-hour training course again?
A: No, the Instructor re-certification course is a one day, 8-hour course. The Leader re-certification course is a four day, 32-hour course.

Q: How often is the program updated or revised?
A: The AAA Driver Improvement Program undergoes content revision on a three-year cycle. However, relevant updates may be posted on the password-protected Instructor Support Website via AAA.biz/traf
icsafety.

Q: How important is it to use the Student Guides while teaching the course?
A: The Student Guides are designed to be a meaningful interactive component of the Driver Improvement Program. The Guides encourage students to follow along in class, take notes and complete the fill-in-the-blank exercises at the end of each module.

Q: Can the program be delivered in different lengths?
A: Yes, the program is modular and can be offered in a variety of lengths.

Q: Are there supplementary/interactive exercises for students and Instructors?
A: Yes, the Instructor’s Kit comes complete with bonus material, classroom discussion topics and optional hands-on exercises.
Click

Your Second
Most Important Click:

AAA.biz/trafficsafety

Always clicking your safety belt into place should be your number one priority. Clicking onto AAA.biz/trafficsafety is a good idea, too.

Information you will find:
■ Driver Training Materials Catalog
■ Instructor and Leader course schedule
■ Driver Improvement Program policies
■ Information on becoming a certified Instructor or Leader
Drivers Trust AAA.
Driving Instructors Do, Too.

Improving traffic safety is central to the AAA mission. Our contributions include advocacy, communication and education efforts to reduce crashes, injuries and deaths.

AAA believes driver education saves lives. In fact, we published the first driver training course for high schools in 1935.

We continue to work with safety organizations and driving instructors across the country to create and refine educational materials and resources to improve the skills and knowledge of all drivers, from novices to mature operators.

Your local AAA club is your source for reliable information on graduated licensing, state laws, driving statistics, and approved driving schools.

To order your AAA driver training materials and training aids, contact your local AAA club on AAA.com or visit:

AAA.biz/trafficsafety

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