



**AAA ROADWISE
DRIVER™**

**Two programs to
meet your needs!**

**AAA DRIVER
IMPROVEMENT
PROGRAM™**



Two Programs: AAA Driver Improvement Program, and AAA RoadWise Driver

Greater credibility, flexibility and new tools to reach a wider range of students.

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
- Senior drivers
- 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:
 - *AAA Driver Improvement Program*
 - *AAA RoadWise Driver*
- Individual Student Guides



The Program

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.

AAA Roadwise Driver is a true senior-focused version of the program which addresses natural age-based changes, managing one’s medications, adjusting habits to reduce risk, and the value of planning for ongoing mobility.

Features of the program include actual crash scenes integrated into the program (courtesy of DriveCam), significant integration with the Student Guide, all HD-video in English/Spanish, plus favorable and competitive pricing.

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.

Senior Drivers

As people age, their bodies undergo various changes which can have a huge impact on the driving habits of a driver. This can be a difficult transition for many. Getting tips and training on how to cope with these changes can prove to be extremely beneficial in maintaining one’s independence as they age.

Topics Covered Include:

Using Speed & Space Effectively

Getting Ready to Drive

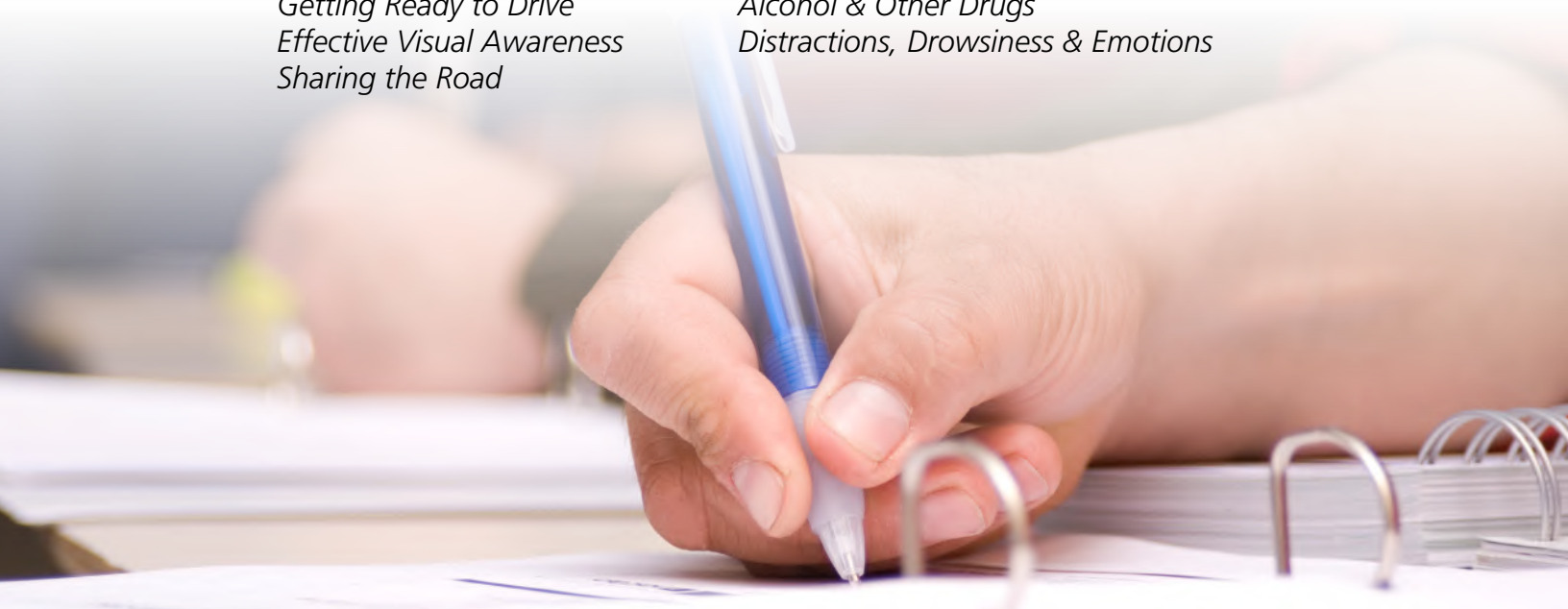
Effective Visual Awareness

Sharing the Road

Adverse Conditions & Driving Emergencies

Alcohol & Other Drugs

Distractions, Drowsiness & Emotions



Targeted Materials

To meet the needs of all drivers, the AAA Driver Improvement Program includes two versions:



AAA RoadWise Driver

AAA RoadWise Driver 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.

**AAA ROADWISE
DRIVER™**



AAA Driver Improvement Program

AAA Driver Improvement Program 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, Coast Guard 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 in 35 states for traffic violators seeking point reduction. 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.

**AAA DRIVER
IMPROVEMENT
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COST OF NATIONAL SAFETY COUNCIL*

Instructor Book	\$ 124.00
DVD - 1st Year**	\$1,006.00
DVD - Subsequent Years	\$ 590.00
Course Guide	\$ 4.00

1st Year Costs***	\$2,330.00
Subsequent <u>Annual</u> Costs***	\$1,790.00
Cost Over 3 Years***	<u>\$5,910.00</u>

* Prices are approximate and vary by location.

** Only includes English Version. Spanish version sold separately.

*** Assuming 300 students taught over the course of 1 year. Does not include cost of certification.

COST OF AAA*

Instructor Kit	\$ 160.00
Instructor DVD**	\$ 449.00
Student Guide	\$ 2.99

1st Year Costs***	\$1,506.00
Subsequent <u>Annual</u> Costs***	\$ 897.00
Cost Over 3 Years***	<u>\$3,300.00</u>

* Prices are approximate and vary by location.

** Includes both English and Spanish.

*** Assuming 300 students taught over the course of 1 year. Does not include cost of certification.

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 current course schedule, log onto AAA.biz/DriverTraining



Frequently Asked Questions

Q: *How do I purchase Driver Improvement Program materials?*

A: To view a AAA Driver Training Materials Catalog, log onto AAA.biz/DriverTraining. Program materials are purchased from your local AAA club or online via our eStore. To locate the club nearest you log onto AAA.com. To buy online directly, go to AAA.com/RetailStore.

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 Lead Instructor?*

A: An Instructor teaches the course directly to students. Lead Instructors train students to become certified Instructors in addition to teaching the course to the end user.

Q: *Is there a AAA Driver Improvement Program Instructor certification course offered in my state?*

A: To view course schedules visit AAA.biz/DriverTraining, or contact your local AAA club at 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 Lead Instructor 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 approximately a three-year cycle. However, relevant updates may be posted on the password-protected Instructor support website via AAA.biz/DriverTraining and keyword "Training Materials".

Q: *How important is it to use the Student Guides while teaching the course?*


A: It's mandatory! 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.





Looking for More Resources? ***AAA.com/DriverTraining***

This site is a special resource built just for you! Check it out for,

- Driver Training Materials Catalog
- Conference, Instructor course and Lead Instructor course schedules
- Driver Improvement Program policies
- Information on becoming a certified Instructor or Lead Instructor
- AAA-Certified Instructor Materials for download (FREE!)
- Bonus teaching modules

Ready to Purchase Your New Materials? ***Visit AAA.com/RetailStore***

Check out our retail store for,

- Product information
- Prices and discounts for your area
- Driver Training brochures and other auxiliary products



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.

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, and driving statistics. To order your AAA driver training materials and training aids, contact your local AAA club on AAA.com or visit AAA.com/RetailStore.

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