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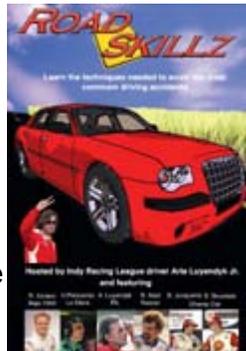
## Home Media Retailing Top Story

## 'Road Skillz' Steers Young Drivers to Safety

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Baja 1000 Off-Road Champion Ryan Arciero used to steal his grandpa's Jeep and terrorize the roads. Though he's had his share of crashes during NASCAR and off-road races, Arciero has never been in any serious accidents.



"Safety is a huge part of what we do," he said.

Arciero and other pro drivers have collected road safety lessons to teach to 16- to 25-year-old drivers on *Road Skillz*, available now for \$19.95 from Road Skillz.

"There have been so many times that you see young kids, and even adults, doing stupid things," Arciero said.

Unlike the usual driver's ed videos that have long lectures and scare tactics, the pros drive home the information in an easy-to-understand format of "quick tips" that teach young drivers how to respond to risky driving situations, such as rain, fog, night and city hazards.

Other topics addressed on the DVD, which comes with a Spanish-language soundtrack, are intersections, distractions, common causes of rollovers, alcohol, tire blowouts, skidding, blind spots and animals.

"It's real life," said Arciero, whose segment teaches about driving safely in fog. "I'm in the fog, in the dust and in the dirt [during the Baja 1000]."

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*Road Skillz* features Indy Racing League drivers Arie Luyendyk Jr. and Arie Luyendyk Sr., NASCAR driver Boris Said, Champ Car World Series drivers Sebastien Bourdais and Bruno Junqueira, and Le Mans 24-Hour Endurance driver Henri Pescarolo.

“The information is coming from guys who do this all day, every day,” said Arciero, who comes from a family that has been in motor sports for 50 years. “It’s not just a couple of yo-yos out there talking.”

*Road Skillz* is donating 5 percent of the profits from the DVD to nonprofit organizations that provide teen-driver training and education.

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