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## **PRO-RACE CAR DRIVERS PUT THE BRAKES ON TEEN CRASH RATES**

***New Road Skillz DVD Features Multiple League Race Car Drivers to Help Teens and Novice Drivers Avoid Accidents***

**Los Angeles, CA (January 2006)** – More than drugs, alcohol and violence combined, the number one killer of teens in the United States is traffic fatalities. Determined to fight this crisis, Indy Racing League Driver, Arie Luyendyk Jr. (back-to-back recipient of the “Most Popular Driver Award” of 2003 and 2004) and his father, Arie Luyendyk Sr., are about to enter a totally different kind of race...one to reduce car accidents among the record number of young Americans between the ages of 16 and 25 who will be getting behind the wheel and driving on U.S. highways and roads this year. This situation worsens during the winter months when crash rates are at their highest and teens, as well as adult novice drivers, are at the greatest risk for being involved in driving accidents.

**Road Skillz**, a revolutionary new type of driving skills DVD, is aimed specifically at 16-25 year old drivers. Arie Luyendyk Jr., featured in the DVD and aided by other world-renowned professional racecar drivers, takes a totally different approach to driver’s education. Unlike the standard “scare tactics” and “lecture” type driver education videos, **Road Skillz** incorporates real life situations, a wide array of cars, CGI animation, popular music, and real-life re-enactments of what to do and what not to do in a crisis situation to effectively teach under-experienced teen and novice drivers the critical knowledge they need to handle today’s cars and roadway risks.

“I wanted to be involved with the making of this DVD because I know how important real life experience is when it comes to risky driving situations,” says Luyendyk Jr. “As a young professional driver, I really wanted to make a difference by giving inexperienced teen and novice drivers the real knowledge and skills they need to recognize and avoid the leading causes of accidents, enabling them to make the right decisions at critical times.”

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**Road Skillz** is the first DVD to feature race car drivers from multiple leagues. In addition to Luyendyk Sr. and Jr., the DVD includes special appearances from NASCAR Driver Boris Said, Baja 1000 Off-Road Champion Ryan Arciero, Champ Car World Series drivers Sebastien Bourdais and Bruno Junqueira along with Legendary Le Mans 24-Hour Endurance Driver Henri Pescarolo. Highlighted In the DVD, these professional drivers share their own driving experiences in a “quick tip” format, detailing the best and safest way for inexperienced drivers to correctly respond to risky situations that can occur when driving, such as driving in rain, fog, night and city driving hazards. Some of the topics covered in the DVD are Intersections, Deadly Distractions, Common Causes of Rollovers, Alcohol, Tire Blow-Outs, Skidding, Blind Spots, and Animals.

“Although professional driving schools are great for learning the rules and regulations, they basically teach kids how to pass the driving test, not the skillful driving techniques and critical knowledge they need to face the potentially life threatening risks that drivers can encounter behind the wheel, ” says Producer/Director Rodolphe de Dusse.

According to the Insurance Institute for Highway Safety, 16 year-old drivers have the highest fatal crash rate. In fact, most fatal accidents among 16-year-old drivers are caused by inexperience and *driver errors* such as overcorrecting after veering off the road, speeding, and losing control when facing an obstacle or animal in the road. With that said, many state laws now require professionally supervised driving before granting licenses to teen drivers, and safety experts are encouraging parents to be more proactive in their teenager’s driving education. Unfortunately, beyond basic driving skills, many parents do not have the availability or aptitude to properly teach their children how to react to common and potentially dangerous driving hazards.

“We created **Road Skillz** to make a lasting impression that instills good common sense driving skills and confidence not only in novice drivers, but with all drivers. Our ultimate goal is to help make today’s heavily trafficked roads and highways safer for everyone,” says **Road Skillz** Executive Producer, Scott Kuhne. “By recreating the most common accidents with video game like animation and then demonstrating, in live action, how to react and avoid the accident altogether, **Road Skillz** gives the *common driver* the critical knowledge needed in a crisis situation.”

### **About Road Skillz**

**Road Skillz** offers parents a great way to get their teens interested in driving safely, and has been endorsed by both the Driving School Association of the Americas (DSAA) and teendriving.com, the #1 ranked site for teen drivers and their parents on the web. **Road Skillz** is donating 5% of all profits to non-profit organizations that provide teen driving training and education. Also available with a Spanish soundtrack, **Road Skillz** can be purchased online at both [www.roadskillz.com](http://www.roadskillz.com) and [www.amazon.com](http://www.amazon.com) for a suggested retail price of \$19.95.