

Thinking Driver

"it's all about attitude!"

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The Thinking Driver

A Driver Safety Program? What's in it for me?

Motor vehicle accidents are a leading cause of death and injury among North America's - and the global - workforce. Whether on or off the job, auto crashes can have devastating financial and psychological effects on your employees, their families, their co-workers, and their employers.

Deploying a driver safety program within your workforce can help to lower the number of automobile crashes among your employees and mitigate the effects of accidents when they do occur by helping your employees be prepared and respond more effectively in the event of a crash.

A company driver safety program can help:

- A better environmental profile
- Fewer health and safety issues
- Fulfilling health and safety obligations
- Less down time
- Protect the company's human and financial resources
- Potential cuts in insurance premiums
- Savings in fleet running costs including maintenance and fuel
- Save lives and reduce injuries within your workplace
- Guard against potential liabilities for the company, its shareholders, and its employees resulting from crashes involving employees driving on company business.
- Implementing a driver safety program is extremely inexpensive. Companies that deploy such programs almost universally cite a high return on investment from them.

"Every 12 minutes someone dies in a motor vehicle crash, every 10 seconds an injury occurs and every 5 seconds a crash occurs. Many of these incidents occur during the workday or during the commute to and from work. Employers bear the cost for injuries that occur both on and off the job. Whether you manage a fleet of vehicles, oversee a mobile sales force or simply employ commuters, by implementing a driver safety program in the workplace you can greatly reduce the risks faced by your employees and their families while protecting your company's bottom line."

- OSHA

http://www.osha.gov/Publications/motor_vehicle_guide.pdf

Our flagship program "The Thinking Driver Course" is a driver education solution that incorporates cutting edge developments in driver psychology and uses a cognitive behavioral approach to help drivers:

- Reduce stress
- Increase driver confidence
- Avoid confrontations
- Control anger and road rage; greater awareness of individual responsibility
- Reduce competitive and aggressive driving tendencies
- Save fuel
- Reduce maintenance costs
- Avoid vehicle abuse
- Spreading information to family and friends

The course is available across North America and can be delivered by our expert instructors or we can qualify your in-house instructors to deliver the program.

We also offer top-notch training for workplace instructors, driver trainers, evaluators and examiners.

Our consulting team has worked with licensing authorities and assisted in the implementation of graduated driver licensing and driving examiner training programs.

MEET THE TEAM...

Mike Glas, Senior Instructor



Mike joined Thinking Driver after 35 years service with the RCMP where he instructed numerous training courses throughout his police career including Radar, Accident Investigation, Air Brakes, Transportation of Dangerous Goods, and Driver Training. With 22 years of traffic law enforcement on various highway patrols and a solid background in Human Resources and management, Mike brings a wealth of experience to classroom and in vehicle training programs. Based at our head office in Surrey BC, Mike delivers Thinking Driver courses to our corporate clientele throughout western

Did you know...

We can teach your instructors any of our Thinking Driver courses.

For more information, contact Annette DeCaire at adecaire@thinkingdriver.com

2008 Thinking Driver Instructor Course (TDIC) Schedule

We will train your instructors to deliver Thinking Driver to your employees.

Vancouver, BC Oct 20 to 25, 2008

Edmonton, AB Nov 17 to 21, 2008

Contact us for details. We can custom design a practical instructor course to include all elements that you require of your program.

Our Mascot has a name!

We're pleased to introduce "Mac" the Thinking Driver.



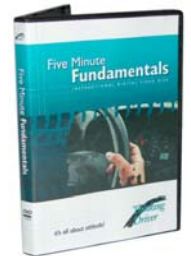
Congratulations to Mrs. Mort of Langley, BC. She is the winner of our Five Minute Fundamentals DVD.

Thank you to all who submitted some interesting and very creative names.

Five Minute Fundamentals

Gaining rave reviews!

"These videos have added an extra dimension to our students' learning and have enhanced the learning experience."



Now in use at:



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www.thinkingdriver.com

