

NEWS RELEASE
For Immediate Release
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Nebraska DMV Launches the Next Stage of The Parent's Supervised Driving Program in Time for National Teen Driver Safety Week

New Mobile App Meets National Call to Share Expectations for Teens and Parents for Driving

Lincoln, Nebraska – The Nebraska DMV today announced the launch of an extension to The Parent's Supervised Driving Program, a new mobile app titled RoadReady. The app, sponsored by Ford Motor Company, is designed to augment the award-winning program in its mission to prevent one of the major causes of death and injury for teens on the road. RoadReady's availability in the App StoreSM comes just in time for National Teen Driver Safety Week, October 20-26, which this year focuses on parental involvement and fact that "It Takes Two: Shared Expectations for Teens and Parents for Driving."

"We are proud to be recognizing National Teen Driver Safety Week and to be arming parents and teens with a technologically-advanced, free toolkit to encourage their participation in the teen driver education process," said Nebraska Governor Dave Heineman. "We are providing parents of permitted teens with a guide to assist them through the supervised driving process and this new mobile app RoadReady will help parents track the actual time they spend behind the wheel with their teen."

The Parent's Supervised Driving Program printed guide first became available to parents and teens at DMV licensing centers this past July. Just a short time later, the exciting new RoadReady app supplements the program, offering parents and teens an easy, compelling means to track their driving experience together. The app is currently available on the App Store and will be available to Android users in the new year at no charge thanks to support from Ford Motor Company, which has demonstrated an avid commitment to teen driver safety.

"The skills outlined in this guide and app are meant to help teens learn to be better drivers. It is one of the ways Ford works to help teens," said Steve Kenner, Global Director of Ford's Automotive Safety Office. "In addition to this program, Ford also offers Driving Skills for Life, which gives teens advanced real world training. Ford also offers MyKey technology, which gives parents options to help encourage safe driving behaviors even when the parents aren't in the car."

"As parents and teens work together through this process, it is the state's hope that The Parent's Supervised Driving Program and its mobile app component will help make our young people RoadReady," stated Nebraska DMV Director Rhonda Lahm. Studies show that parents have a tendency to overestimate the amount of time they spend with their teen driving and that the more time parents spend with their teen, the safer the teen is when they drive independently. RoadReady eliminates the question of

overestimated time and allows parents and teens to focus on driving skills, roadway conditions and enhanced experiences, while the app automatically and accurately tracks their time together.

Beyond the educational features highlighted throughout RoadReady, such as the “Parental Pointers,” tips and suggestions to assist parents throughout the supervised driving process, the app tracks roadway types and weather conditions to encourage parents and teens to spend more time driving together in a variety of conditions. At any time throughout the supervised driving process, parents and teens can also export a printable driving log with a list of all of their supervised driving sessions. Additionally, RoadReady users may opt to share their drives with friends and family on their social networks to spread the word of their safe driving habits.

“We are excited about the RoadReady addition to our state-of-the-art program,” stated Jeff Larson, President of Safe Roads Alliance, who worked in partnership with the Nebraska DMV to develop the program for the state. “We are continuously working to improve parents and teens supervised driving experiences and think RoadReady is an invaluable step in the right direction.”

The Parent’s Supervised Driving Program focuses on the role of the parent in the teen driver education process. The program offers an enhanced supervised driving experience. The program is available to parents and teens on multiple platforms, beginning with the printed curriculum that is distributed through Nebraska DMV licensing agents when the teen receives their learner’s permit

For media resources on the program, visit www.theparentssuperviseddrivingprogram.com/media

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About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 175,000 employees and 65 plants worldwide, the company’s automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding the company and Ford products, please visit www.corporate.ford.com.

About Safe Roads Alliance

Safe Roads Alliance is a not-for-profit organization dedicated to improving highway safety by improving driver education with particular emphasis on behind-the-wheel training.