



 **TEENSAFE**
DRIVER PROGRAMSM

PROTECTING YOUR DREAMS...FOR YOUR TEENS





30-50 HOURS* OF PARENT-SUPERVISED DRIVING AREN'T ENOUGH

The facts prove it. In America, motor vehicle crashes are the number one cause of death for young people aged 15 to 19.**

Ongoing supervision of young drivers after they earn their driver's licenses is important for their safety. That's why American Family offers the Teen Safe DriverSM Program.

The 12-month program combines post-license education and technology-based coaching that help correct risky behavior and bad habits before they result in accidents†. And there's **NO COST** for American Family auto policyholders with new teen drivers. With the Teen Safe DriverSM Program you continue to ride with your teen driver without actually being in the car.

TWO DAYS of actual drive time with your teen?
OR 365 days utilizing our Teen Safe Driver™ Program?
IT COULD MAKE ALL THE DIFFERENCE.



START ON THE ROAD TO BETTER DRIVING



HOW THE PROGRAM WORKS

A technician will mount a combined camera and motion sensor device behind the vehicle's rear view mirror. It takes about 30 minutes and it's **NO COST** to you.

Parents and teens can log on to the Teen Safe DriverSM website together for weekly reports and video dealing with risky driving events.

Going over the reports with your teen leads to an open conversation on safe driving tips, and your coaching can lead to improved driving behavior.

The camera records eight seconds prior to an event and four seconds after. Triggering events include extreme braking and cornering, accelerating too fast, and crashes.

Once your teen gets used to it, they'll probably forget it's there. And you'll feel better knowing that they are on the road to a lifetime of safe driving.

WWW.TEENSAFEDRIVER.COM

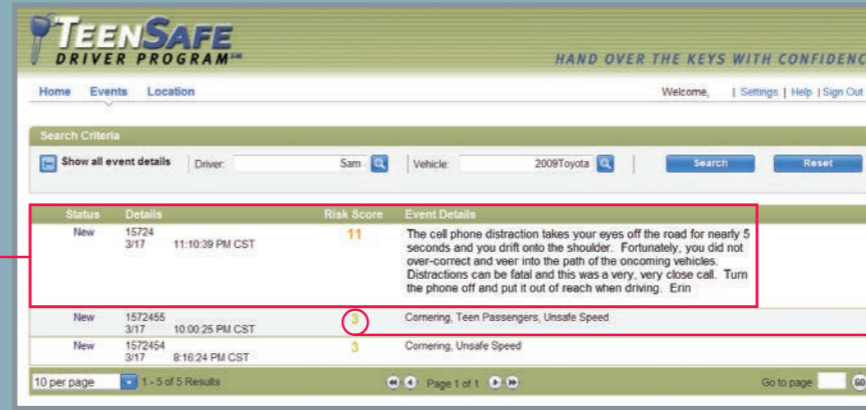
* Insurance Institute for Highway Safety, April 2011
** Center for Disease Control
† American Family Insurance post participant survey

WHAT TO EXPECT

Here are three ways the website provides valuable information to teen drivers and their parents.

1 REPORT CARD EXAMPLE: WEEK 1 WITH RISK POINTS

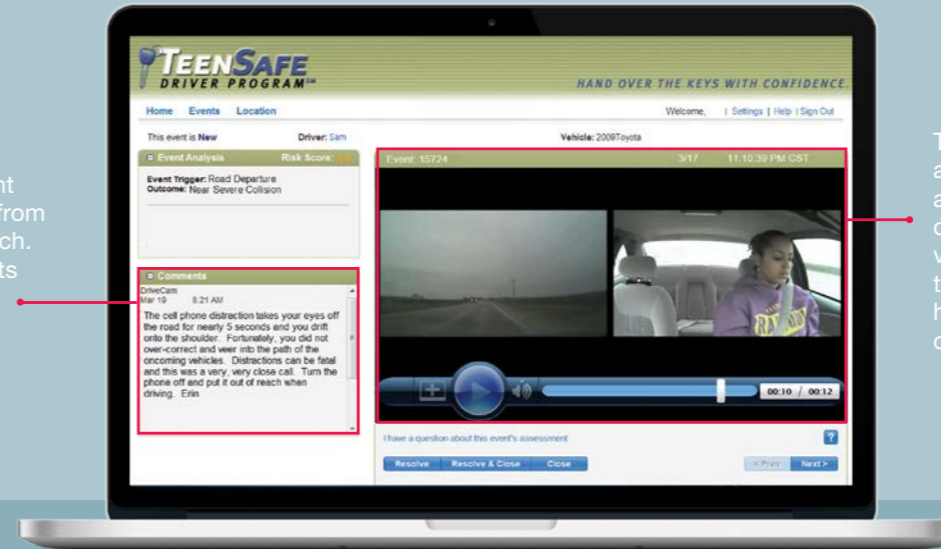
The Events page offers a brief overview of risky driving behaviors that took place during the teen driver's first week in the program.



Every risky driving event is given a risk score. The lower the score, the lower the risk. The goal is for teens to have fewer than five risk points per week.

2 EVENT DETAIL EXAMPLE: AN ELEVEN POINT EVENT

Serious or minor, every event triggers personal feedback from the professional driving coach. In this case, the coach points out opportunities to help the teen driver avoid similar incidents in the future.

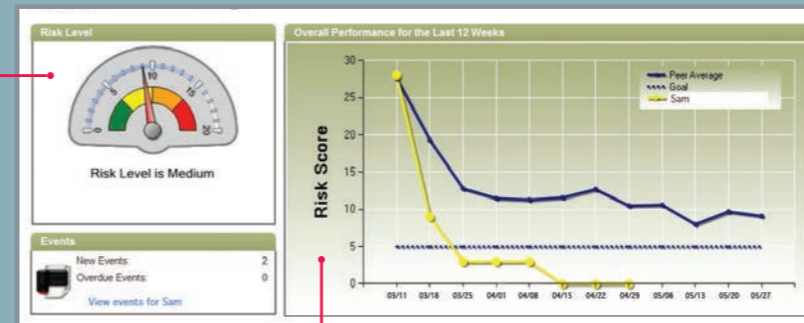


This page also provides actual video from the event as captured by the recording device mounted in the vehicle. The teen driver and their parents can see and hear the event that the coach provides tips on.

3 HOME PAGE EXAMPLE: WEEK 8 WITH GOOD IMPROVEMENT

The gauge provides a snapshot of the teen driver's performance over the last seven days. The rating of low, medium or high risk is based on the number of points added up.

The graph shows the teen driver's progress from week to week, with indicators for peer averages and goals. The teen driver's downward trend is good news.



Thanks to the Teen Safe DriverSM Program, the teen's driving has improved dramatically in the first eight weeks of participation. Over the course of a whole year, bad habits are addressed and sound driving skills are reinforced.

LET'S GET STARTED
WWW.TEENSAFEDRIVER.COM



Watch Videos and Take the Teen Safe DriverSM Pledge with Your Teen.



Enroll—Be Sure to Have Your Policy Number Handy



Receive In-Car Device



Schedule No Cost 30-minute Installation



Start on the Road to Better Driving

AMERICAN FAMILY IS COMMITTED TO HELPING PROTECT YOUR TEENS.

We're here to help protect your dreams. And we know that, for parents, there's no dream bigger than seeing their children live long, happy and productive lives. For more information about the Teen Safe DriverSM Program, and to watch short videos on the program, the technology it uses, and common teen driving hazards, visit teensafedriver.com.



WATCH VIDEOS AND TAKE THE
TEEN SAFE DRIVERSM PLEDGE
WITH YOUR TEEN.



ALL YOUR PROTECTION UNDER ONE ROOF®

AUTO
HOME
BUSINESS
LIFE

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