

Introducing

1moresecond[®]
by edriving



Defensive Driver Training Reinvented

A FRESH APPROACH

eDriving's NEW **One More Second**[®] defensive driving course is designed to help ALL drivers develop the ATTITUDES AND BEHAVIORS necessary to be in control behind the wheel and manage today's driving situations in the safest way possible for the benefit of all road users.

Applications:

- Orientation training for new hires
- Refresher training for experienced drivers
- Targeted training for high risk drivers.

94% of all driving collisions are caused by driver actions, NOT inability to drive.*

DRIVING CHANGE

One More Second will introduce your drivers to a new concept in road safety education, the "ATTITUDE & BEHAVIOR SHIFT."

First and foremost, the course is designed to increase driver awareness, and in doing so, to help combat aggressive and distracted driving which has reached unprecedented levels:

- Nearly 80% of drivers - millions in total - reported that they have experienced anger, aggression and even road rage while driving. (AAFTS)
- Every day in the U.S. alone, over 8 people are killed and 1,161 injured in crashes that are reported to involve a distracted driver. (NCSA)

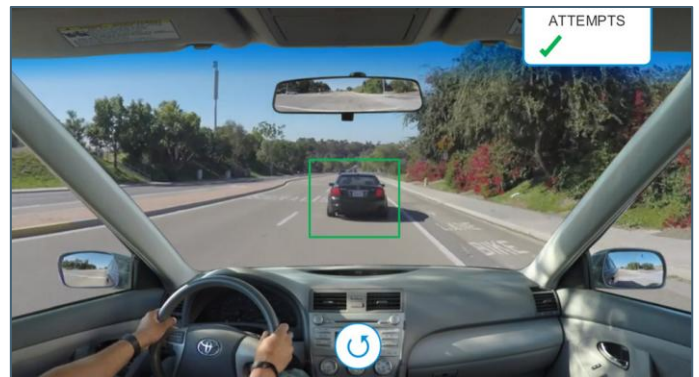
The goal of **One More Second** is to equip drivers with tools to manage their emotions and choices before they lead to destructive actions.



MEANINGFUL, ENGAGING CONTENT

One More Second appeals to all learning styles using a variety of interactive multimedia to ensure drivers remain engaged:

- Fully narrated content with accompanying text
- Industry's first full motion video "journeys" to help drivers explore the unique hazards of city, highway and urban driving.
- Full motion video hazard identification exercises help drivers practice spotting threats before they become unavoidable dangers.
- Knowledge checks ensure that 'safety critical' information is understood and retained.



One More Second's 2-hour content includes 8 highly interactive modules:

1. Introduction Please complete this section	Launch
2. What is Defensive Driving? Please complete this section	Launch
3. The Importance of Attitude and Behaviour Please complete this section	Launch
4. A Planned System of Driving Please complete this section	Launch
5. Hazard Recognition Please complete this section	Launch
6. 10 Tips to Save Your Life Please complete this section	Launch
7. Closing Thoughts Please complete this section	Launch
8. Knowledge Checks Please complete this section	Launch

*NHTSA

*Did you know that adding **one more second** to your standard following distance can reduce the likelihood of having a collision by up to two-thirds?*

DEFENSIVE DRIVING REINFORCED

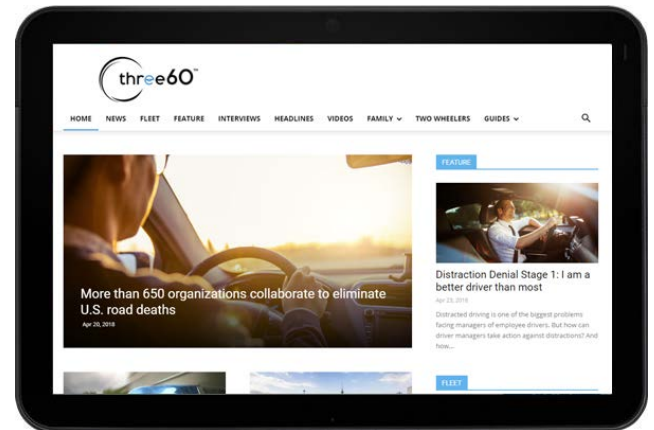
One More Second emphasizes the critical principles that constitute the foundation of defensive driving

- Anticipate, anticipate, anticipate – in order to protect yourself and others from the unexpected.
- Be aware of potential threats BEFORE they become problems.
- Always be prepared to stop your vehicle in the distance you can see to be clear.
- Never assume that other drivers will do the right thing.
- Avoid risky behavior at all times – always drive in a safe, legal, and responsible way.

LIFELONG LEARNING

All **One More Second** orders include free lifetime access to our digital magazine www.edriving.com/360.

- Road safety news
- Industry expert interviews and commentary
- Forum for driving enthusiasts to share stories of successes, near-misses, and collisions on the road
- Best practice driver guides
- “Ask the Expert” Q&A section
- Competitions & contests for drivers of all ages



LEARN FROM THE EXPERTS

eDrivingSM has **trained over a million fleet drivers** with its flagship offering, Virtual Risk Manager[®] and its extensive RiskCOACH[®] training library, which together set the **gold standard** for risk management and training, having earned **70 awards**.

Join the industry leaders throughout the world who have chosen eDriving for its 20+ years of experience, proven expertise, and research-based results validating its methodologies.

