



# Defensive Driver Training Reinvented

## A FRESH APPROACH

eDriving's NEW **One More Second**<sup>®</sup> defensive driving course is designed to help ALL drivers develop the ATTITUDES AND BEHAVIOURS 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:

- Training for newly employed drivers
- 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 & BEHAVIOUR SHIFT."

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

- In 2015, driver/ rider error or reaction was a contributory factor in 78,127 collisions in Great Britain; 1,000 of them fatal (DfT)
- Nearly 80% of drivers - millions in total - report that they have experienced anger, aggression and even road rage while driving (Gallup)

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

\*NHTSA



## 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" help drivers explore the unique hazards of city, motorway and suburban driving
- Hazard identification exercises help drivers practise 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:

Introduction	Launch
What is Defensive Driving?	Launch
The Importance of Attitude and Behaviour	Launch
What is a Hazard?	Launch
A Planned System of Driving	Launch
Defensive Driving In Action	Launch
Introduction	Launch
City/Urban Driving	Launch
Country/Rural Driving	Launch
Motorway Driving	Launch
10 Tips to Save Your Life	Launch
Knowledge Check	Launch
Closing Thoughts	Launch

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

## DEFENSIVE DRIVING REINFORCED

**One More Second** emphasises the critical principles that constitute the foundation of defensive driving:

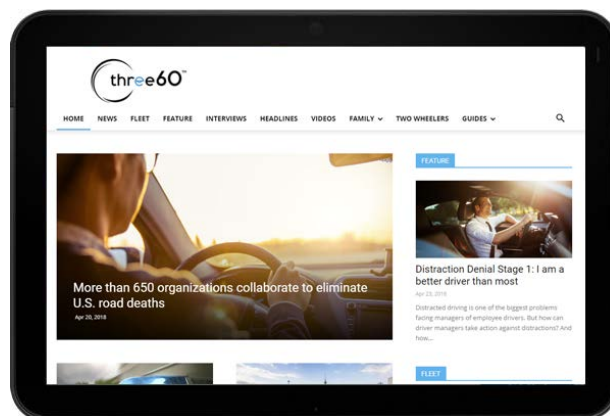
- Anticipate, anticipate, anticipate – in order to protect yourself and others from the unexpected
- Be aware of potential threats BEFORE they become problems
- Always be prepared to stop your vehicle in the distance you can see to be clear
- Never assume that other drivers will do the right thing
- Avoid risky behaviour 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](http://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

eDriving<sup>SM</sup> has **trained over a million fleet drivers** with its flagship offering, Virtual Risk Manager<sup>®</sup> and its extensive RiskCOACH<sup>®</sup> 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.

