

**Free!**  
**How's My Driving?**  
**Teen Monitoring Program**

When you give the car keys to your teen and they drive you to the grocery store or to the mall their driving is probably safe, mature and conscientious. But how do your teens drive when you are not in the car with them?

**Here are some startling statistics:**

- Motor vehicle crashes are the leading cause of death for teenagers.
- 3490 drivers age 15-20 died in car crashes in 2006, up slightly from 2005.
- High school teens (age 15-17) were involved in 974,000 crashes nationwide.
- 406,427 of those crashes involved injuries - 6,733 injuries in Maryland alone!
- The economic impact of auto accidents involving 15-20 year old drivers was over \$40 billion according to the National Highway Safety Administration.

**These facts should scare every teen driver and their parents!**

Aware of this, Text Them In, Inc. has developed a unique driving program to reduce teen accidents and deaths. Our program is modeled after successful programs that have reduced the number of vehicle crashes on our nation's highways.

**How does the How's My Driving? for Teens monitoring program work:**

- **When you enroll your vehicles** you will receive a "How's My Driving?" bumper sticker for the back of your vehicle. All you need to pay is the one time setup fee of \$5.00 per vehicle to receive free monitoring for one year.
- **When other drivers see your teen driving** in unsafe or aggressive manner they can: call (888-617-8702), report the incident to [www.howsmydrivingforteens.com](http://www.howsmydrivingforteens.com) or send message to 839846 providing tag #, vehicle information, location, and a description of what and where it happened.
- **Once this report is received**, you, as the parent or guardian, will immediately receive a text message and/or email to your cell phone alerting you of the incident so that corrective action can be taken right away.
- **How's My Driving? bumper sticker** invites other drivers to comment on their driving, thus having additional eyes on the road.
- **The monitoring program** for your vehicle will be in effect for one year from the date of enrollment.



**How's My Driving? Monitoring Programs**

How's My Driving? is a monitoring program for teen drivers has been used by fleet operators for years. The reason is that it works. **It has shown that drivers drive safer when their vehicle has a sign that invites people to comment on their driving.**

How's My Driving? Monitoring Insurance Studies –

A Great West Casualty Company study of 78 trucking companies found that in the two years after they implemented How's My Driving? programs, loss ratios improved by 51%, and accident frequency dropped by 53%.

John Deere Transportation Insurance's study of 63 companies found a 45% decline in loss ratio and a 33% decline in accidents. Reliance Insurance Company found that implementing How's My Driving? signs were associated with a 35% reduction in crash costs in the first year. Other fleets instituting How's My Driving? programs have seen similar improvements.

Insurance studies of the installation of electronic monitoring "black boxes" in commercial fleets and passenger vehicles have shown, by contrast, only a 20% reduction in accidents.

**For more information contact:**

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