



WELCOME



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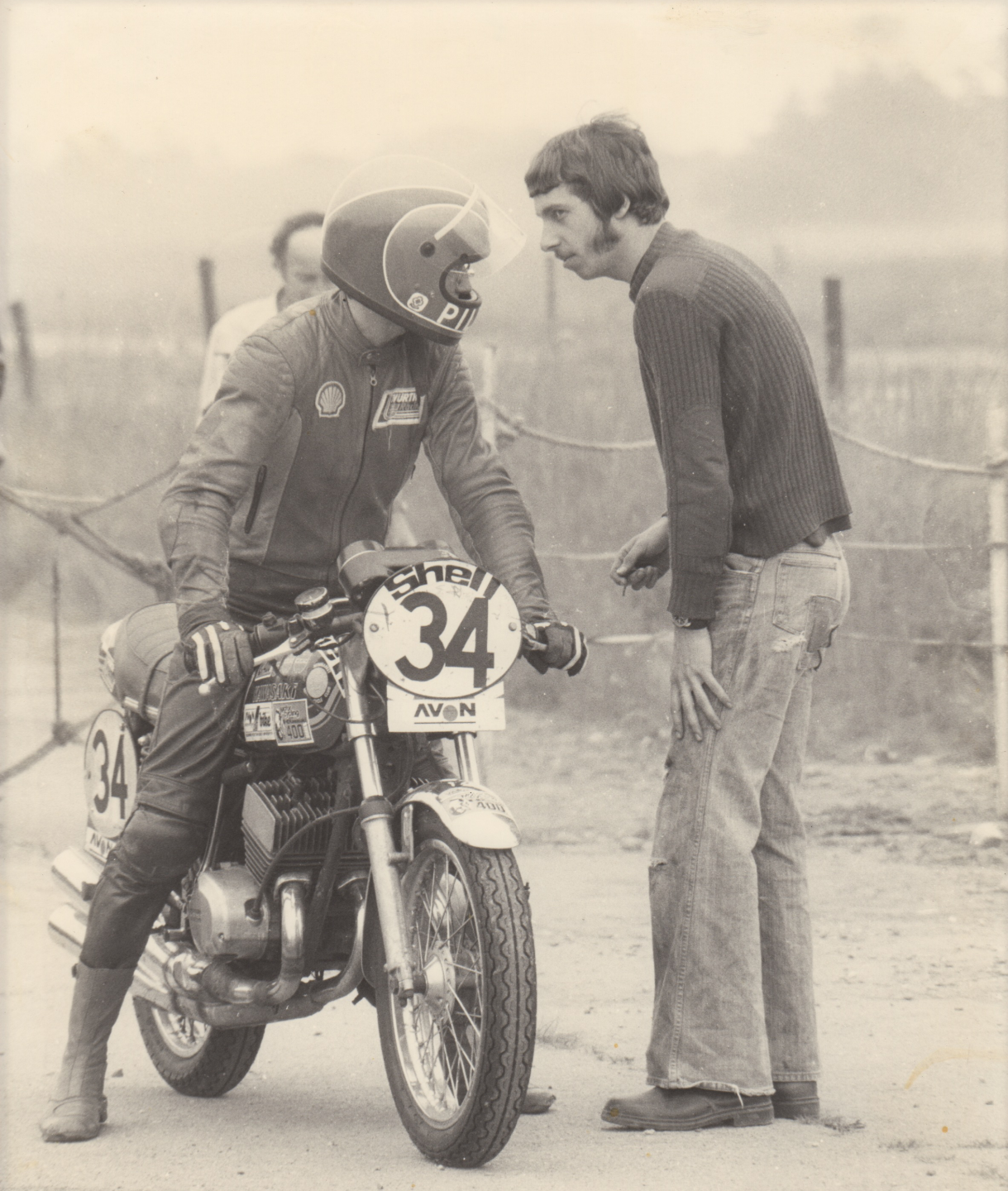


Early Days...

- Born, raised and educated in the UK.
- As soon as I had a full-time job, I started racing my street motorcycle.

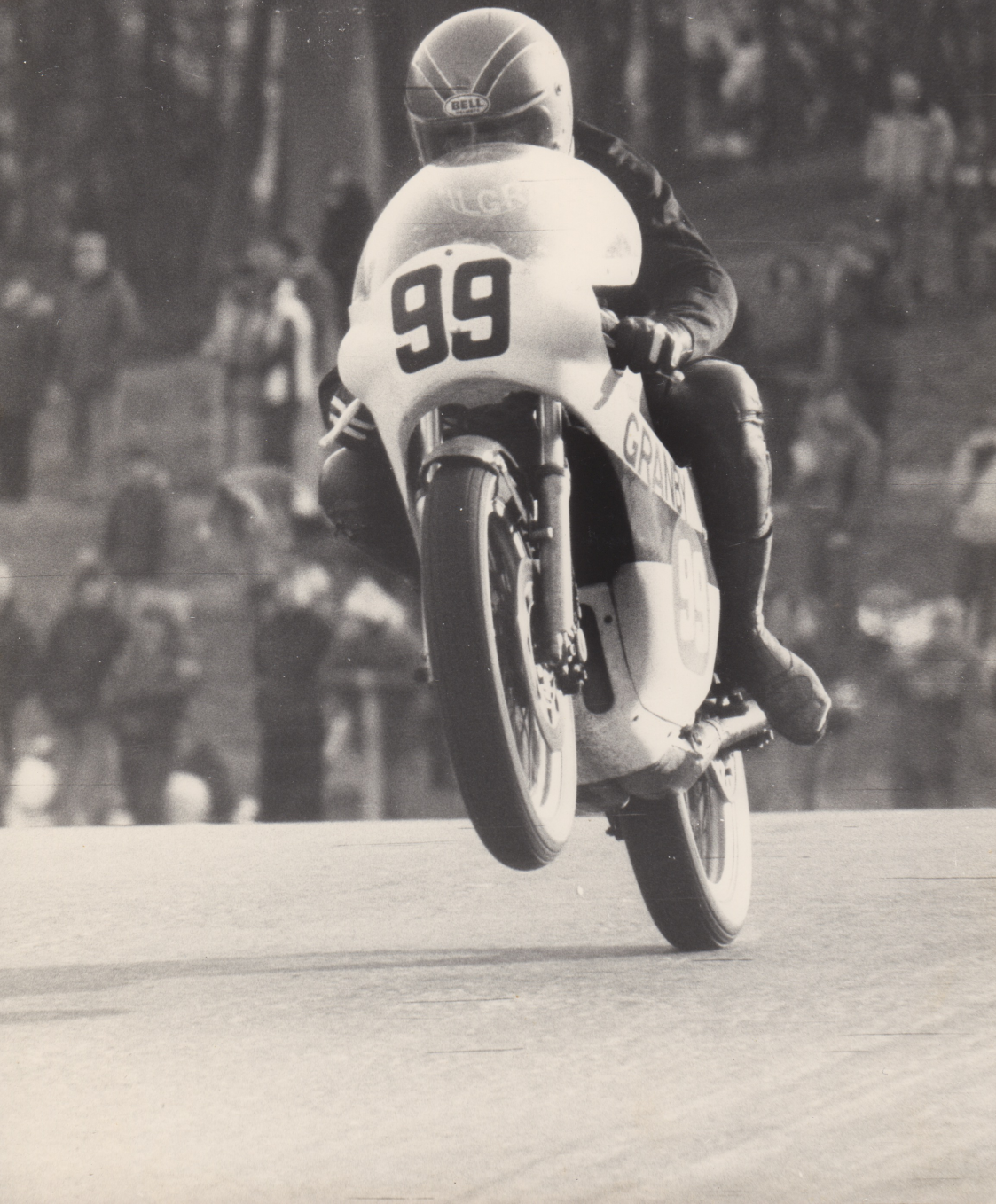


Croft Circuit



ANDY PILGRIM

Cadwell, UK



To the US...

- Early 1980's, moved to the US as a computer programmer.
- Became U.S. citizen 1998.
- Racing in US from 1984.....
Economics...





RENAULT CUP

15
Alliance













2019 Race Car – Audi R8 GT4...



2020 – Ferrari GT3 race car...



Many Memories...



Racing Results so far...

- 5 Professional Championships.
- 70 Professional Race wins.
- 3 Time Winner - 24hrs of Daytona.
- 2 Time Winner - Petit Le Mans.
- Winner - 12hrs of Sebring.
- 5 Times on Podium - 24hrs Le Mans.



More of the American Dream.....

- Started my own IT consulting company in 1989.
- Needed more freedom to follow racing career.
- Sold in 2018....



Give Back Project...

- www.tsef.org
- Creating Educational materials;
- Give the materials away no cost:



Give Back Project...

- Helping:
- Students.
- Teachers/Schools.
- Parents with children of ALL ages.
- Corporate employee's.



Different Idea's Needed...

- 2012 – Driving Zone 2 (2013/15)
- 2015 - Parent Driving Zone (2017)
- 2017 - Realities of Driving Today
- 2018 – Awareness Driving Techniques for Today
- 2020 – Vehicle Driver Aid Technology Today



Different Idea's Needed...

- **Mobility Curriculum Grade 4-6**
- **New PSA 2019 –**
 - **“No More Excuses”**



Evaluations...

- NHTSA – Almost 10 years ago,
Advised me to get eval's!!!



I have Evaluations...

<u>Evaluation Results – Grade 4 thru 8, IL, TN, FL, RI, CA</u>	Yes	No	Total	Yes %	No%
1. Do you ever get into a vehicle with a parent or adult who makes sure you wear your seat belt and does NOT wear theirs?	787	1276	2063	38%	62%
2. Have you ever seen your school bus driver texting while driving?	521	1504	2025	26%	74%
3. While walking along, have you ever almost been hit by a vehicle, maybe coming down a driveway or in a parking lot; that you saw was driven by a distracted driver?	1009	1114	2123	48%	52%
4. Do you travel in a vehicle with a parent or adult who regularly TEXTs or TYPEs or READs on their smartphones while driving?	893	1227	2120	42%	58%
5. Do you travel in a vehicle with a parent or adult who are often driving while talking on the phone, hands free phone or hand held phone? (They are both equally distracting)	1154	653	1807	64%	36%
6. Do you ever feel nervous or even a little scared when driving with a parent or other adult, because they are obviously driving distracted?	714	1469	2183	33%	67%
7. Do you travel in a vehicle with a parent or adult who frequently travel very close to a vehicle in front, to the point that it makes you nervous or uncomfortable?	450	1529	1979	23%	77%
8. Do you travel in a vehicle with a parent or adult who runs through red lights sometimes?	650	1482	2132	30%	70%
9. Do you travel in a vehicle with a parent or adult who gets frustrated and shouts at or complains about other drivers?	1185	612	1797	66%	34%

Different Idea's Needed...

- **My Traffic Safety Route:**
 - **High Schools (1994)**
 - **Driver Ed Teachers**
 - **Parents with Children of ALL ages...**
 - **Plus...**



Different Idea's Needed...

- Led To Corporate: Safety video's, Safety Officer's, Employee's:
- Machinist's Union – All Airlines.
- Construction Corp's.
- Police Chiefs @ National Conv.
- Quantico – FBI agents.
- Automobile Corp's etc...



Change is Possible...

- Asked a senior NHTSA researcher –
- How much of a difference can Behavior Change make?



Today...

- Unique Problems Require Different Thought & Solutions...
- But, we really do have to clearly understand the problem first....



Realities of Driving Today...

- How the US got here?
- Video clip... RODT



Dangerous & Vulnerable...

- Twisted Logic, Lateral Thinking.
- Popular with Teachers – Works.
- They are NOT accidents!!
Collision, Crash, Mistake, Error,
Bad Choice, take your pick.....



Defining The US Problem...

- The Storm is here!!
- Fatalities and injuries have risen drastically over the last 5 years:
- The situation is NOT “normal”.



Traffic Fatality Comparison...

- **DECREASES** from all time highs...
- Germany – down 72%
- UK – down 82%.
- US - down 28%.



In Germany when there is traffic, people know that they must form two lines and leave a lane free in case of emergency. Have a look... Amazing!!



Storm Here...

- Compared with other countries??
- US is #1!!! - Fastest increase in fatalities and injuries in the world.

Article.....





Starting with Sweden, many nations and municipalities in the past two decades have

Why the HUGE US increase???

- Smartphone ownership in US reached “full saturation” at the end of 2014.
- Drivers choosing to use Smartphones while driving, is #1 reason for the US Traffic Death & Injury increases.



Are We Surprised??? Really???

- Half new license holders received zero structured driver education; BUT they still pass the driving test!!!!

- Parents Misconceptions:

-

Biggest Influence??



We ALL need to THINK!!!

- Ad campaign's lull all of us into a false sense of security.



“Unhelpful” Information/Marketing

- **Predatory marketing? Possibly...**
- **Thoughtless advertising?**
- **Yes, certainly...**
- **Video... RODT**



“Unhelpful” Information/Marketing

- Video: Vehicle Ad...



ADTT

- Awareness Driving Techniques for Today (ADTT)
- If we help people understand how many variables are out there; then maybe they will choose NOT to drive distracted.



Chapter from ADTT

- “Red Light Runners.”



The problem is is way too real....

- Distracted Driving & Corp Liability.
- Distracted Driving & Family Liability.
- NOTE: It's not all about the insurance companies...
- Attorney's are ready...



New Educational PSA...

- The Parent Problem...
- Grandparents are very nervous!!!
- New PSA...



New Educational PSA...

- **No More Excuses.**



Be Safe out there Everyone...

- Traffic Safety Website: www.tsef.org
- Email: andy@andypilgrim.com
- Racing Related Websites:
 - www.andypilgrim.com
 - www.proracerstake.com

