### WELCOME

#### WWW.TSEF.ORG

#### 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...

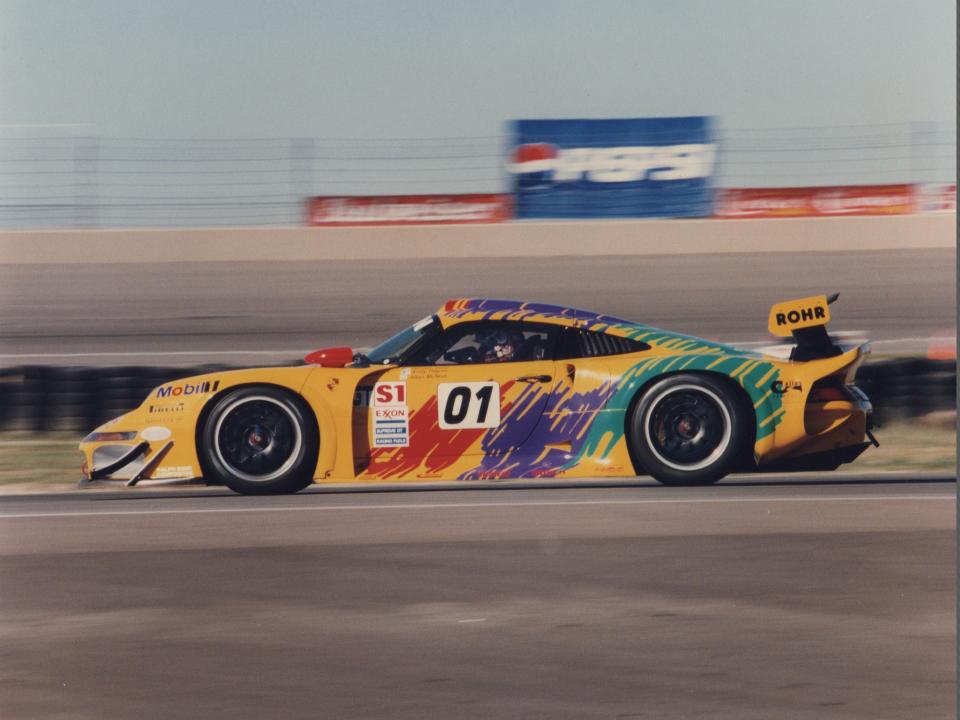












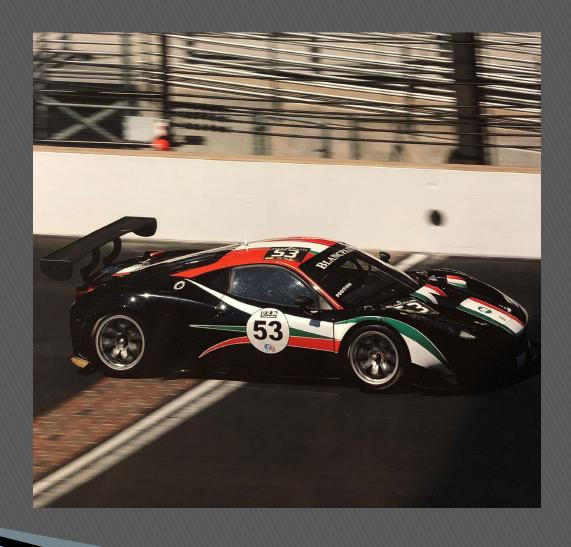




#### 2019 Race Car – Audi R8 GT4...



#### 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
- 0000 Vakiala Drivar
- 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?





# 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!!





### Compared with other countries??

# - US is #1!!! - Fastest increase in fatalities and injuries in the world.





#### U.S. traffic deaths up, leads world in increase

#### More cars, distracted drivers cited as reasons

#### MARY WISNIEWSKI GETTING AROUND

LEIPZIG, Germany — The United States is leading the world in increased traffic deaths, and distracted driving is a primary cause, according to a new study of 29 nations.

Only five of 29 countries saw a jump in traffic deaths between 2010 and 2016, and the U.S. had the highest rate of increase at 13.5 percent, said a study by the International Transport Forum, which had its annual summit in Leipzig last week. Argentina had the second-highest increase in traffic deaths, at 9 percent, and Chile experienced a 5 percent increase.

The United States also saw the highest jump in pedestrian deaths during the time period, at 39.2 percent, and a 34.8 percent increase in cyclist deaths. In contrast, Norway saw a 37.5 percent drop in pedestrian deaths during this same period, while Israel saw cyclist deaths cut in half.

The increase in deaths in the United States appears to be tied to two main factors — more cars on the road due to a better economy and distracted driving, said Fred Wegman, chair of the International Road Traffic Data and Analysis Group, a division of the International Transport Forum.

"Distracted driving is more prevalent and prominent in the United States than in other countries," Wegman said.

The study found the United States also had one of the highest rates of road deaths per capita, with 11.6 out of 100,000 people losing their lives in motor vehicle crashes, compared with rates of 2 to 5 deaths per 100,000 in countries such as the United Kingdom, Israel, Japan, Germany, Spain and Australia.

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...





#### 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: <u>www.tsef.org</u>
- Email: <u>andy@andypilgrim.com</u>
- Racing Related Websites:
- www.andypilgrim.com
- www.proracerstake.com