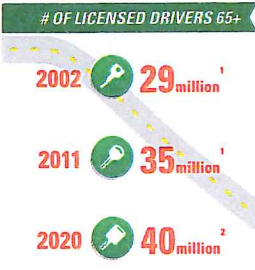


1

THE CHANGING DEMOGRAPHIC OF AMERICA'S DRIVERS

Steady, significant growth in number of drivers age 65+.



2

A DIFFERENT WORLD WHEN TODAY'S OLDER DRIVERS STARTED OUT

- When today's 60 YEAR OLD DRIVER** was born, the interstate highway system didn't yet exist.³
- When today's 80 YEAR OLD DRIVER** was born, only 39 states issued driver's licenses and only a few required a test.⁴
- When today's 70 YEAR OLD DRIVER** was 16, seat belts were only an option in Fords and Chevrolets for about five years.⁴

3

TODAY, OLDER DRIVERS HAVE MORE OPTIONS, BUT MUST KNOW HOW TO USE THEM

INSIDE today's vehicles, several innovations have become standard.

- Digital dashboard readouts
- In-dash monitors & navigation systems
- Rear-view cameras
- Voice-activated commands
- Emergency response systems

OUTSIDE today's vehicles, change is just as significant.

- Digital alerts and variable text on billboards
- More roundabouts

4

NOT KEEPING UP WITH THE CHANGE COMES AT A BIG COST

THE HUMAN COST
Older drivers are more susceptible to injury when involved in a crash.⁶



THE FINANCIAL COST
In 2009, U.S. highway crash costs were approximately \$299.6 billion. Each roadway fatality cost \$6 million.⁷



THE SOCIAL COST
On any given day, half of people age 65+ who no longer drive stay at home.⁸



THE NEW AARP SMART DRIVER COURSE CURRICULUM

8

VOLUNTEER AND EXPERT INPUT

16 experts in mobility, aging, technology, and vehicle and driver safety helped develop the new course.

20 volunteers helped advise the design of the new course.

100 volunteers provided in-depth review and recommendations.

200 volunteers gave valuable feedback on course materials.

9

- Incorporates adult-learning principles
- Focus is on evidence-based driver weaknesses, ex. pavement markings
- Videos that supplement the course book
- Improved, updated state-specific content

7

EVIDENCE-BASED RESEARCH

OBJECTIVES:
In 2011, AARP Driver Safety began a research study^{9,10} to:

1. Validate the effectiveness of its course curriculum.
2. Determine how the course curriculum could be enhanced.

Drivers likely improved self-regulation, choosing not to drive under challenging conditions.

10

DRIVING FORWARD: A VISION FOR THE FUTURE

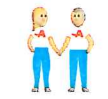
There is still more to do, and more lives to touch.

GOALS:

- ✓ GROW THE NUMBER OF VOLUNTEERS
- ✓ INCREASE THE NUMBER OF PARTICIPANTS

6

HISTORY AND IMPACT



Today, more than 4,000 volunteers help make AARP Driver Safety possible.

New energy and resources, thanks to a multi-year, multi-million dollar grant from Toyota.

Over 15 MILLION participants have completed AARP Driver Safety's driver refresher course.

An estimated \$128 MILLION in savings through insurance discounts.*

5

A KEY TO KEEPING UP WITH THE CHANGE: AARP DRIVER SAFETY

As the number of older drivers increases, it is essential to optimize the driving experience for capable older adults. This can reduce costs and make driving safer for all.



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10. Internal AARP Data. "AARP Driver Safety Course Study Fact Sheet." (August 2013).

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