

Smith System Driver Improvement Institute, Inc.

Making a difference for more than 50 years

"All drivers have one thing in common – they are human," said Jim Smith, Vice President of Training for Smith System. "They have to make conscious adjustments in their behavior to make driving safe. It is not inherent – drivers need to be taught."



For more information call
Smith System Driver
Improvement Institute, Inc.
at: (800) 777-7648,
info@smith-system.com
or see the company at:
www.smith-system.com.

As a driving instructor in 1946, Harold L. Smith was frustrated. Smith believed that drivers could be taught how to avoid collisions, but he needed time to develop his ideas. He began studying how the eyes work and related that to how drivers respond to what they see on the road. In 1948, he began teaching the eye-mind coordination that has led to the time-tested 5 KEYS TO SPACE CUSHION DRIVING known as the Smith System.

In 1952, Smith went on to establish the Smith System Driver Improvement Institute, the nation's first professional driver training company. Since then, hundreds of thousands of drivers throughout the world have benefited from the program he developed.

Today, with more than four times the number of registered vehicles on the road than when he first developed the

program, Harold Smith's vision is more relevant than ever. Despite billions spent on vehicle safety improvements, highway fatalities in 2002 reached the highest level since 1990. The National Transportation Safety Board investigations of major truck crashes repeatedly demonstrate the need for improved driver performance. As Smith believed, most collisions are preventable if the right precautions are learned, practiced and used consistently.

No Substitute for Real-World Training

Drivers do not develop good driving habits in a classroom. They need to be on the road, where their skill deficiencies can be identified and corrected. That is why Smith System emphasizes its on-road and hands-on training as the foundation of its programs. This real world training is supplemented with the company's extensive video and DVD library, web-based education and SmithSAFE fleet monitoring program.

Over its 50 year history, Smith System instructors have studied and mastered techniques that are essential to understanding driver perceptual behavior patterns. These techniques help identify the strength and weaknesses of drivers and give them practical solutions to overcome specific driving deficiencies.

With a focus on collision prevention, Smith System concepts help drivers to see, think, and act their way through a multitude of driving environments, challenges and changes that exist no matter where they travel or what types of vehicles they operate. Total awareness, perceptive anticipation, accurate forecasting, early detection, and deliberate reaction are the primary features of these proven techniques.



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"In one year, our vehicle accidents decreased by 50%, and accident costs decreased by 58%."

*Diane Carlin
Director of Safety
Ardaman*

"In Orlando, our accident rates went from 7.59 per one hundred vehicles in 1999 to 3.04 per one hundred in 2001, a reduction of 60%."

*Ed Morreale
Area Safety Manager
BellSouth*

"The U.S. Food Service in Las Vegas reported a 62% reduction in vehicle accidents within one year of using Smith System training."

*Jeffrey Porter
Risk Manager
U.S. Food Service*

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The Results Speak For Themselves

Smith System's results-oriented driver safety training and education has generated positive benefits and increased profits for over half of today's Fortune 500 companies in a wide range of industries.

Ardaman & Associates, a geotechnical consulting firm with a fleet of 250 vehicles, directly attributes dramatic reductions in accident costs to the training its drivers received from Smith System.

"Before introducing Smith System's on-the-road training, vehicle accidents were costing our company hundreds of thousands of dollars," said Diane Carlin, Director of Safety for Ardaman. "We committed the resources for all field personnel to complete a four hour training course with a Smith System instructor. In one year, our vehicle accidents decreased by 50%, and accident costs decreased by 58%."

Ed Morreale, Area Safety Manager for BellSouth in Florida, reported that, after aggressive training in the Orlando area, accident rates went from 7.59 per one hundred vehicles in 1999 to 3.04 per one hundred vehicles in 2001, a reduction of 60%. BellSouth implemented the Smith System One-Day Advanced Driver Training and also used the video "Following Distance: Resolving the Debate" in its five districts.

Morreale stated: "It is my opinion that Smith training, with positive reinforcement from local managers, has proven to be an extremely effective method of accident reduction."

The U.S. Food Service in Las Vegas requires all new drivers to complete Smith System training, and then provides refresher courses each year.

Drivers are rated based on the Smith System 5 Keys. Jeffrey Porter, Risk Manager, reported a 62% reduction in vehicle accidents within one year. He commented in a letter: "The Smith System of driver training does and will work to reduce your vehicle accidents."

Impressive reductions such as these have been routinely reported by fleet operators and provide ongoing proof that Smith System training reduces collisions and lowers insurance losses for commercial fleets.



Safety First – What We Teach Our Kids

Smith System delivers behind the wheel instruction to more than 15,000 fleet drivers each year and has presented its program in 47 countries. The company's trainers have encountered people from all over the world who share their mission to prevent the loss of lives from traffic collisions. With the help of conscientious companies, Smith System training makes the roads safer for everyone.

