Ford In Europe Invests £1.8 Million To Train A Further 5,000 Young Drivers In 2015 Through Ford Driving Skills For Life

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- Ford invests £1.8 million to train 5,000 more young Europeans in 2015, increases Ford Driving Skills for Life (DSFL) investment to £4.7 million since launching in 2013
- The Ford DSFL program will be extended to 11 countries this year, with training taking place for the first time in Denmark, the Netherlands, and Turkey
- In Europe, car crashes are the leading cause of death in 18 to 24 year olds. Ford has so far trained more than 6,100 young drivers in Belgium, France, Germany, Italy, Romania, Russia, Spain, and the U.K.
- Ford DSFL offers free-of-charge, hands-on training that covers hazard recognition, vehicle handling, speed/space management, and distraction awareness
- The Ford training also highlights phone and social media distraction and drinking and driving; special "Drink Driving Suit" shows students how alcohol impairs abilities
- Ford DSFL has provided training to more than half a million people globally through hands-on and online tuition since first being launched 11 years ago in the U.S.

COLOGNE, Germany, March, 12, 2015 – Ford Motor Company today announced it will invest another £1.7 million in 2015 to provide free driver training to a further 5,000 18-24 year olds from across Europe.

Ford of Europe has now committed a total of £4.7 million in training through its acclaimed Ford Driving Skills for Life (DSFL) program since 2013. This year, Ford will offer free training for the first time in Denmark, the Netherlands, and Turkey as well as continue successful training programs in the U.K., Belgium, France, Germany, Italy, Romania, Russia, and Spain. Ford of Europe has now committed a total of £4.7 million for DSFL training in Europe since 2013.

Ford has received a highly positive response from the more than 6,100 18 to 24 year olds across Europe who have already completed the Ford DSFL driver training. Car crashes are the leading cause of death for Europeans in that age group*. Ford's free, hands-on training covers skills including hazard recognition, vehicle handling, and speed and space management. The program also highlights the risks of distractions such as texting and taking selfies at the wheel, as well as the dangers of drinking and driving.

"Too many young adults are dying in car crashes caused by a combination of inexperience and poor decision making," said Jim Graham, manager, Ford DSFL. "With this new £1.7m investment in young driver training for 2015, we can provide a further 5,000 young people with the skills and knowledge that could save their lives."

Ford was the first car manufacturer to introduce free comprehensive advanced hands-on driver training for newly licensed drivers. In the 11 years since it was launched in the U.S., Ford DSFL has provided training to more than half a million people globally.

For DSFL, Ford has teamed with leading safety organisations including the Royal Society for the Prevention of Accidents, the charity for road safety - BRAKE and the AA Driving School in the U.K., Association Prévention Routière in France, Deutscher Verkehrssicherheitsrat in Germany, the ACI in Italy, Road Safety Russia in Russia and Dirección General de Tràfico in Spain.

Training is designed to address some of the leading factors in young driver crashes. This includes showing students how they might recover from a slide, emergency braking techniques, and how to scan the road ahead for trouble. Attempting slow speed manoeuvres in a closed environment while using a mobile phone shows how distraction affects driving performance.

Last year, Ford introduced training to specifically highlight the dangers of taking selfies and other social media activity at the wheel, and employed a special "Drink Driving Suit" to show the degree to which consuming alcohol impairs abilities.

Consisting of tunnel-vision glasses; ear muffs, wrist and ankle weights; and padding to elbows, neck, and knees; the "Drink Driving Suit" makes even simple tasks – such as walking in a straight line – much harder; and demonstrates how much more difficult a more complex activity like driving becomes under the influence of alcohol.

In 2014, Ford also published the results of two surveys that showed more than one in four young people have taken a selfie while driving,** and that most young drivers in Europe report either have driven while drunk, or have seen friends drink and drive.***

Nearly all who attended 133 Ford DSFL training sessions in 27 venues across eight countries said afterwards that they felt more confident as a result of the training and would recommend the program to a friend.

"Newly qualified drivers still have so much to learn about safety on the road so we strongly urge young drivers to take advantage of Ford DSFL training," Graham said. "It's fun, free, informative, and because we constantly re-evaluate what we teach, it's always relevant."

Further details about the Ford DSFL program in the U.K. and to register interest in future training please see:https://forddsfl.co.uk/dsfl-contact

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* European Commission Road Accident Database

** Ford research was carried out between 03/06/2014 and 27/06/2014. Sample: 7,003 smartphone-owning 18-24 year-old drivers from Belgium, France, Germany, Italy, Romania, Spain and the U.K.

*** Ford research was carried out between 12/11/2013 and 20/11/2013. Sample: 5,000 drivers aged 18 to 24 from France, Germany, Italy, Spain and the U.K.

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 187,000 employees and 62 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information about Ford and its products worldwide please visitwww.corporate.ford.com.

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 47,000 employees at its wholly owned facilities and approximately 66,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 23 manufacturing facilities (12 wholly owned or consolidated joint venture facilities and 11 unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

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