

62% OF TEENS EXPERIENCING COVID-19 RELATED DISRUPTION IN DRIVER EDUCATION/LICENSING

MICHELIN NORTH AMERICA, INC. PARTNERS WITH GOVERNORS HIGHWAY SAFETY ASSOCIATION TO PROVIDE RESOURCES TO PARENTS DURING NATIONAL TEEN DRIVER SAFETY WEEK

A newly released survey¹ of parents reveals that many teens are experiencing a COVID-19 related disruption in driver education/licensing, but 35% of parents don't have a backup plan for replacing lost learning. Motor vehicle crashes remain the No. 1 killer of teens in America,² and according to analysis by the National Highway Traffic Safety Administration, nearly 300,000 crashes involving young, inexperienced drivers are related to tire issues like worn treads and over- or under-inflation.³



WORRIES ABOUT TEEN DRIVING ADD AN EXTRA LAYER OF PANDEMIC ANXIETY

61%

of parents have become more concerned about their teen's safe driving skills since the pandemic.

9 IN 10

parents are concerned about their teens engaging in unsafe driving behaviors.

Parents living in urban areas are particularly anxious,

82%

compared to 50% of suburban or rural parents.

PARENTS ARE THEIR TEENS' NO. 1 DRIVING TEACHER AND COACH



WHILE 63% OF PARENTS ARE TEACHING TEENS ABOUT CAR MAINTENANCE, MANY ARE SKIPPING A CRITICAL SAFETY FEATURE – TIRES.

1 IN 3

parents have not taught their teen driver how to check tire air pressure levels.

52%

have not taught their teen driver how to check tire tread depth.



"Michelin is committed to helping parents and teens prepare for the road in the safest way possible. Teaching a teen to drive is a key experience for almost every parent, so when we learned parents were facing added pressure due to the pandemic, we took action to help them fill the gap."
 — Joanie Martin, chief administrative officer for Michelin North America, Inc.



"Parents are their teens' No. 1 driving teacher and coach, but they often don't recognize this or seek additional support. As a parent, it's important to ensure your teen is driving a safe vehicle, that you are knowledgeable about your state's teen licensing requirements and the rules of the road, and that you seek out resources to help you help your teen driver build skills. This is critical as technology, licensing and driving laws and best practices continue to evolve."
 — Pam Shadel Fischer, teen driving safety expert with GHSA

To help fill the gap in formal training created by the pandemic, Michelin and GHSA are providing a fresh look at the basics:



Hand placement guidance of 10 and 2 has been replaced with 9 and 3.



GDL: Graduated Driver Licensing system. Each state has different requirements. Learn more on your DMV website.



Cars have newer safety features, and parents need to know how they work and ensure their teens do, too.



Distracted driving goes beyond changing the radio station. Remain focused on the road, and not screens.

www.beyondthedrivingtest.com



SOURCE:

1: Research conducted by KRC Research from August 25-31, 2020 via an online survey of n=1,002 parents of teens (ages 15-17) who have a driver's license, learner's permit, and/or are learning how to drive; living in the United States.

2: https://www.cdc.gov/nchs/data/nvsr/nvsr68/nvsr68_09-508.pdf

3: <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/811617>