



## COMMUNITY OUTREACH PROGRAM

### Distracted & Impaired Driving Simulator Information



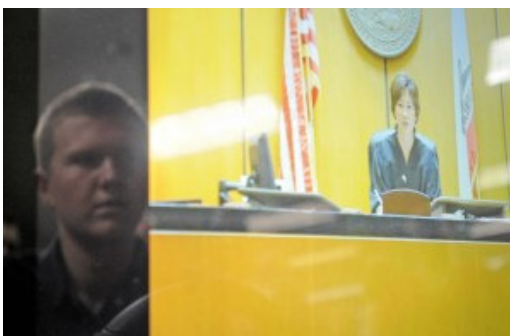
The MAIF Driving Simulator offers participants a firsthand lesson in the risks and consequences of distracted and impaired driving.

Built on a video game-like platform, the MAIF Driving Simulator mixes a fun, fast-paced experience with an important safety message, making it an ideal tool to reach teen drivers, in a group or classroom environment.

**Distracted Driving** is the #1 killer of people under 20 years old in the U.S., and texting and driving is the most dangerous type of distracted driving, increasing the risk of being in an accident 23-times!\*

In the distracted driving mode, our simulator takes participants through multiple driving scenarios, including residential, highway, and downtown traffic.

As they navigate the course, drivers are prompted to make phone calls and send text messages on the system's touch screen. In the process, they will face multiple obstacles, ranging from quick-changing traffic signals, to wildlife, to pedestrians crossing in front of the car.

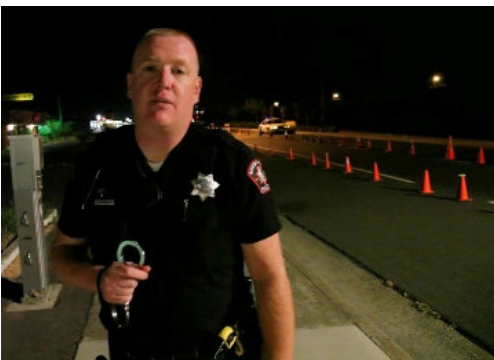


If the driver is in an accident or violates a traffic law, the simulation will end with a video, revealing the consequences of his or her actions. The severity of those consequences will vary, based on the extent of the accident or violation. In a more serious accident, the driver will get a first-person view of being prepped and loaded in a medevac helicopter or being treated at the emergency room. Afterward, they'll end up in a virtual courtroom for judgment and sentencing. In a scenario involving death, they will face the victim's family in court.

\* - National Highway Traffic Safety Administration and Virginia Tech Transportation Institute

Unlike other simulators, which limit the experience to just the driver, the MAIF Driving Simulator allows friends or classmates to view the participant's progress, results, and consequence videos by watching from behind. In many cases, this also helps to demonstrate the added distraction that passengers, particularly teen passengers, can have on a driver.

**Impaired Driving** can also be an issue for teen drivers, especially around the Homecoming and Prom seasons. The MAIF Driving Simulator also features an impaired driving mode. In this scenario, the driver will navigate a similar range of road types and obstacles as in the distracted driving mode. However, the responsiveness of the steering wheel and brake adjust to simulate the reaction time of a drunk driver.



In this mode, the driver is guaranteed to come face-to-face with a police officer, either by a traffic violation, an accident, or at a random sobriety checkpoint. When they do, the consequence video will take them through the field sobriety test and booking process, and back to court for judgment and sentencing. They'll also end up in a future job interview where Human Resources office will ask for a copy of their driving record, demonstrating the long-term impact that impaired driving can have on their lives.

### Details:

- The simulator is portable and can be set up and broken down in less than ten minutes.
- It requires access to an electrical outlet, a table for mounting, and a chair.
- MAIF's Community Outreach Team will transport the simulator to your location, set it up, and run the simulator for the duration of your event.
- For visibility, and to provide the most user-friendly experience, an indoor set-up is preferred. However, the device may be set up outside, weather permitting.
- Simulation length varies. On average, it will run close to 3 minutes per driver. Consequence videos can be skipped if time is a concern.
- In the distracted driving mode, participants can opt to use their own cell phone. Standard text rates apply, based on their individual plan.
- Multiple participants can watch, listen, and engage in the experience as each driver works through the simulation.

