

INTERNATIONAL TEMPLATE FOR SAFE DRIVING



2012  / ROAD SAFETY
GRANT PROGRAMME



AA
AUTOMOBILE ASSOCIATION
DEVELOPMENTS LIMITED

THE PROJECT

Under the The AA Charitable Trust Drive Worldwide Campaign this project consisted of two courses - Drive Smart and Drive Safe. The aim was to develop a template to roll out internationally for safe driving and road safety. The courses developed by the AA Charitable Trust are unique and during the grant project the trust was awarded a Prince Michael International Road Safety Award for the development and promotion of Drive Confident.

RESULT

The courses were run free for more than 3500 drivers. A customer survey showed that 85% of drivers felt more confident after taking the course and 80% said the course made them a safer driver. The extra courses funded by the grant allowed this process to continue and for the survey feedback from customers to be undertaken. The project template was put on the FIA Foundation website, via links to the AA.com to ensure other member clubs could access it and use it as a guide for rolling out similar campaigns in their own countries.

AT A GLANCE

- Awareness Campaign

RSGP FUNDING

40 000 €

