

EVENTS/CAUSES

## Jaguar starts driver safety early with new program

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*Jaguar's safe driving school*

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By STAFF REPORTS

British automaker Jaguar is educating young people on safe, responsible driving through lessons held across the United Kingdom.

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The driving experience is held in environments that realistically represent public roads to underscore the importance of driver safety and responsibility. While these young people are not yet in the position to own a Jaguar of their own, instilling these lessons at a young age will safeguard the roads and keep the automaker top of mind in terms of safety down the line.

### Safe travels

For its safe driving experience, participants ages 11- to 17-years old will have the opportunity to get behind the wheel of Jaguar's new XE model. The concept is meant to teach driver safety to prepare participants for their driving test and to act responsibly on the road.

The starting price of a lesson with Jaguar costs approximately \$68, so that even young car enthusiasts will be able to save for the experience. For participants under 17-years old, Jaguar is presenting them with a fun and safe way to experience driving a car in a realistic setting, rather than a standard parking lot or busy road.

For its course Jaguar will offer the 180 PS diesel XE with an automatic transmission, the automakers most "advanced and efficient sports saloon car that [it has] ever produced." Similar to a traditional drivers' education class, the Jaguar XE will be outfitted with government approved dual controls for the use of the instructor.



*Jaguar XE models used during the driver safety course*

The students will learn the basics of driving before progressing to two-way traffic, junctions and roundabouts as well as mastering turning, steering through slaloms and practice parking. At some locations, drivers can experience handling the car at higher speeds, up to 40 mph.

Jaguar has developed this program in response to research that shows that drivers who learn road safety at an earlier age lower the risk of accidents. With one in 5 new drivers being in an accident within 6 months of getting their license, Jaguar hopes that by extending the learning period with a safety instructor this number will decrease.

The course is available in London, Bath, Birmingham, Manchester, Surrey and Coventry.

While driver safety is an important issue for automakers, many have implemented vehicle technology to keep consumers safe.

For Instance, German automaker Mercedes-Benz is expanding its consumer services by automatically providing its mbrace Connect system in all model year 2016 vehicles for five years.

Mbrace is currently a system of mobile and cloud-based applications that aim to provide the driver with assistance when needed and limit the hazards of driving. Additionally, three optional new packages Secure, Concierge and Entertain will give consumers even more ability to enjoy a safe and stress-free ride in their Mercedes-Benz vehicle ([see story](#)).

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