



WELCOME



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# Presentation...

- **Inside/Out Philosophy.**



# Early Days...

- Born, raised and educated in the UK.
- As soon as I had a full-time job, I started racing my street motorcycle.



# Croft Circuit



ANDY PILGRIM



Cadwell, UK

# To the US...

- Early 1980's, moved to the US as a computer programmer.
- Became U.S. citizen 1998.
- Racing in US from 1984.....  
Economics...





RENAULT CUP

15  
Alliance

RENAULT CUP





LIKHYST

177

BRIDGESTONE

G

Shell

medias





TOYOTA

TOYOTA

NEW LIFE OIL

46

RED LINE



IMPALA

Mobil 1  
3M  
Bosch

MAHLE  
COMP  
Edelbrock  
SUNOCO

STLEI  
BOSCH

MATT BLIVEN



# 2019 Race Car – Audi R8 GT4...



# 2019 – Ferrari GT3 race car...



# Many Memories...



# Racing Results so far...

- 5 Professional Championships.
- 68 Professional Race wins.
- 3 Time Winner - 24hrs of Daytona.
- 2 Time Winner - Petit Le Mans.
- Winner - 12hrs of Sebring.
- 5 Times on Podium - 24hrs Le Mans.



# Unexpected Events Happen...



# I Do Not Have A Pilot's License??





# American Dream..... Cont.

- Started my own IT consulting company in 1989.
- Needed more freedom to follow racing career.
- Sold in 2018....



# Wanted to give back...

- **Traffic Safety Education....**

- **1994.....**



# Education Materials...

- Creating materials; given away at no cost to:
  - Students.
  - Teachers/Schools.
  - Parents



# Different Idea's Needed...

- Created materials for Parents with children aged Newborn - 18+
- (PDZ) video led to Corporate Employee's. Added (RODT, 2016) & (ADTT, 2018).
- Mobility Curriculum Grade 4 – 6.



# Evaluation... Statistics!!

- **Garbage in Garbage out...**
- **Statistics can be Helpful, Biased, Confusing, Misleading, Blatantly Wrong etc.....**



# Statistics... Questions?

- **Speeding & Drunk driving fatality stats are wrong: Both take precedence over Distracted Driving.**
- **Zero to 22% in 2 seconds!!!.....The Distracted Driving issue – Much Bigger than Stats showing.**



# Change is Possible...

- Asked a senior NHTSA researcher –
- How much of a difference can Behavior Change make?



# Today...

- **Unique Problems Require Different Thought & Solutions...**
- **But, we really do have to clearly understand the problem first....**



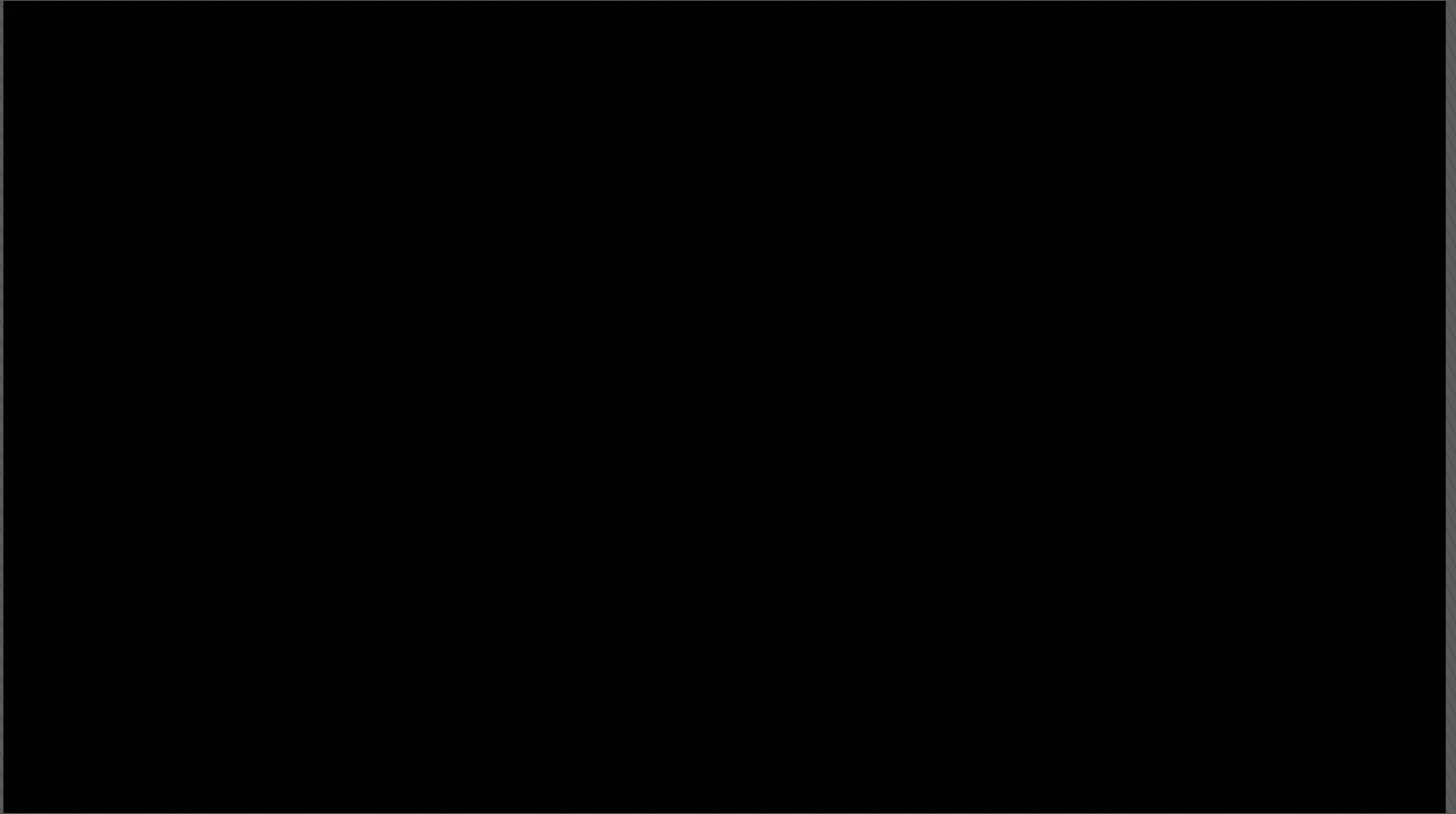


# Realities of Driving Today...

- **How the US got here?**
- **Video clip... RODT**



# How the US got here...



# Defining The US Problem...

- **The Storm is here!!**
- **Fatalities and injuries have risen drastically over the last 5 years:**
- **The situation is NOT “normal”.**



# Basic underlying US problem...

- **US Fatality Increases :**
- **Fatalities were 32,000 in 2014.**
- **Increased to 36,000 in 2015,**
- **Increased to >40,000 in 2016.**



# Basic underlying US problem...

- Over 40,000 again in 2017.
- And 40,000 again in 2018.
- 40,000 is the new normal....



# Traffic Fatality Comparison...

- **DECREASES** from all time highs...
- **Germany – down 72%**
- **UK – down 82%.**
- **US - down 28%.**



In Germany when there is traffic, people know that they must form two lines and leave a lane free in case of emergency. Have a look... Amazing!!



# Storm Here...

- Compared with other countries??
- US is #1!!! - Fastest increase in fatalities and injuries in the world.

Article.....







# U.S. traffic deaths up, leads world in increase

## More cars, distracted drivers cited as reasons

MARY WISNIEWSKI GETTING AROUND

LEIPZIG, Germany — The United States is leading the world in increased traffic deaths, and distracted driving is a primary cause, according to a new study of 29 nations.

Only five of 29 countries saw a jump in traffic deaths between 2010 and 2016, and the U.S. had the highest rate of increase at 13.5 percent, said a study by the International Transport Forum, which had its annual summit in Leipzig last week. Argentina had the second-highest increase in traffic deaths, at 9 percent, and Chile experienced a 5 percent increase.

The United States also saw the highest jump in pedestrian deaths during the time period, at 39.2 percent, and a 34.8 percent increase in cyclist deaths. In contrast, Norway saw a 37.5 percent drop in pedestrian deaths during this same period, while Israel saw cyclist deaths cut in half.

The increase in deaths in the United States appears to be tied to two main factors — more cars on the road due to a better economy and distracted driving, said Fred Wegman, chair of the International Road Traffic Data and Analysis Group, a division of the International Transport Forum.

“Distracted driving is more prevalent and prominent in the United States than in other countries,” Wegman said.

The study found the United States also had one of the highest rates of road deaths per capita, with 11.6 out of 100,000 people losing their lives in motor vehicle crashes, compared with rates of 2 to 5 deaths per 100,000 in countries such as the United Kingdom, Israel, Japan, Germany, Spain and Australia.

Starting with Sweden, many nations and municipalities in the past two decades have

# Why the HUGE US increase???

- Smartphone ownership in US reached “full saturation” at the end of 2014.
- Drivers choosing to use Smartphones while driving, are #1 reason for Death & Injury increases.



# Are We Surprised??? Really???

- Half new license holders received zero structured driver education; BUT they still pass the driving test!!!!
- Parents Misconceptions:
  - Biggest Influence??



# Dangerous & Vulnerable...

- Twisted Logic, Lateral Thinking.
- They are NOT accidents!!  
Collision, Crash, Mistake, Error,  
Bad Choice, take your pick.....



# We ALL need to THINK!!!

- Ad campaign's lull all of us into a false sense of security.

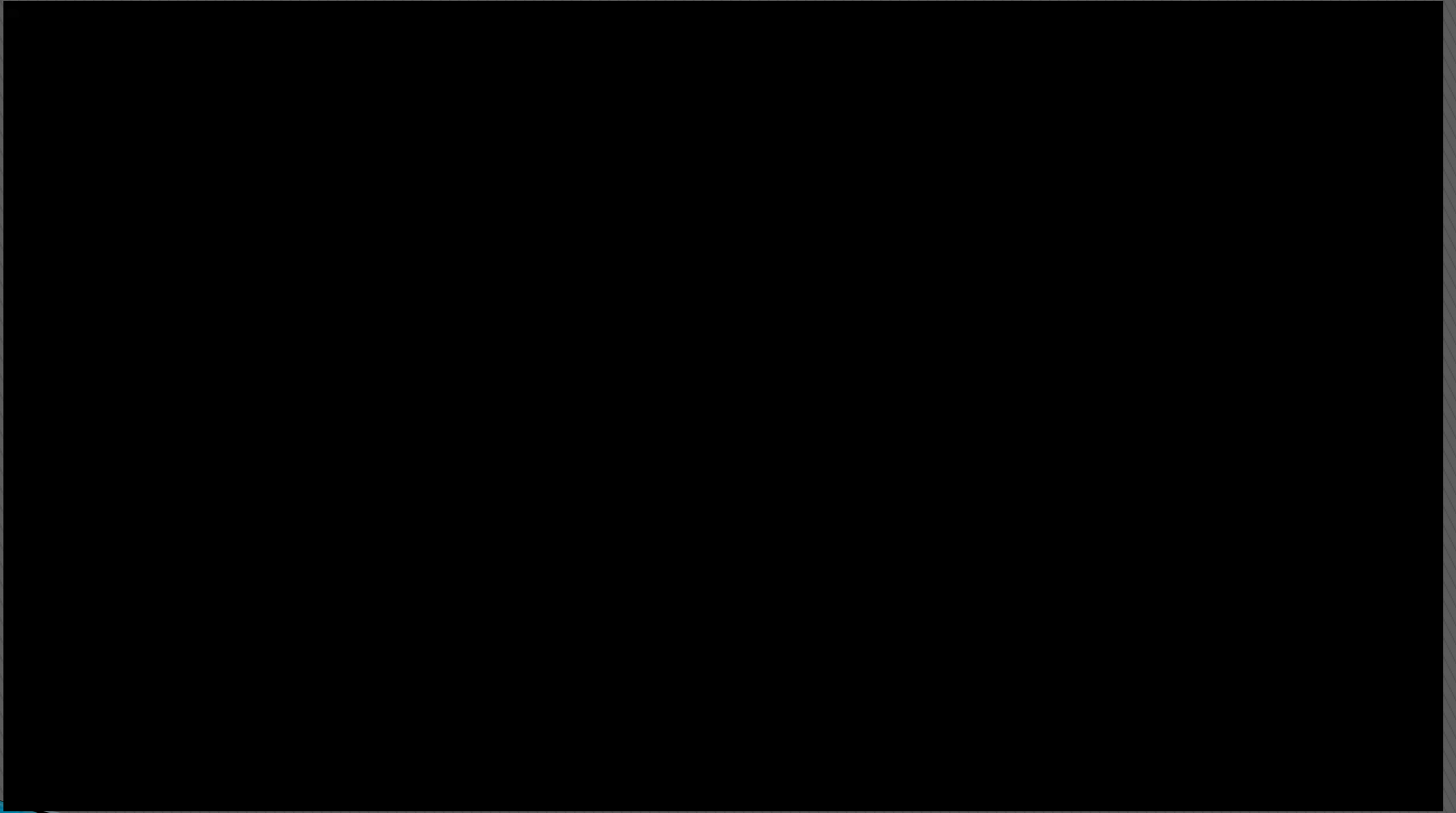


# “Unhelpful” Information/Marketing

- **Predatory marketing? Possibly...**
- **Thoughtless advertising?**
- **Yes, certainly...**
- **Video... RODT**



# Thoughtless Advertising...



# “Unhelpful” Information/Marketing

- **Video: Vehicle Ad...**







# New Video...

- Awareness Driving Techniques for Today.
- If we help people understand how many variables are out there; then maybe they will choose NOT to drive distracted....
- Video.... Red Light Runners....



# ADTT Video...



# New Technology Problem's...

- Self driving? Will be safer...
- Complacency – Human Problem...
- Enable to Disable.....
- More realities.....



# This is way too real....

- **Distracted Driving & Corp Liability.**
- **Distracted Driving & Family Liability.**
- **NOTE: It's not all about the insurance companies...**
- **Attorney's are ready...**



# New Educational PSA...

- The Parent Problem...
- Grandparents are very nervous!!!
- New PSA...

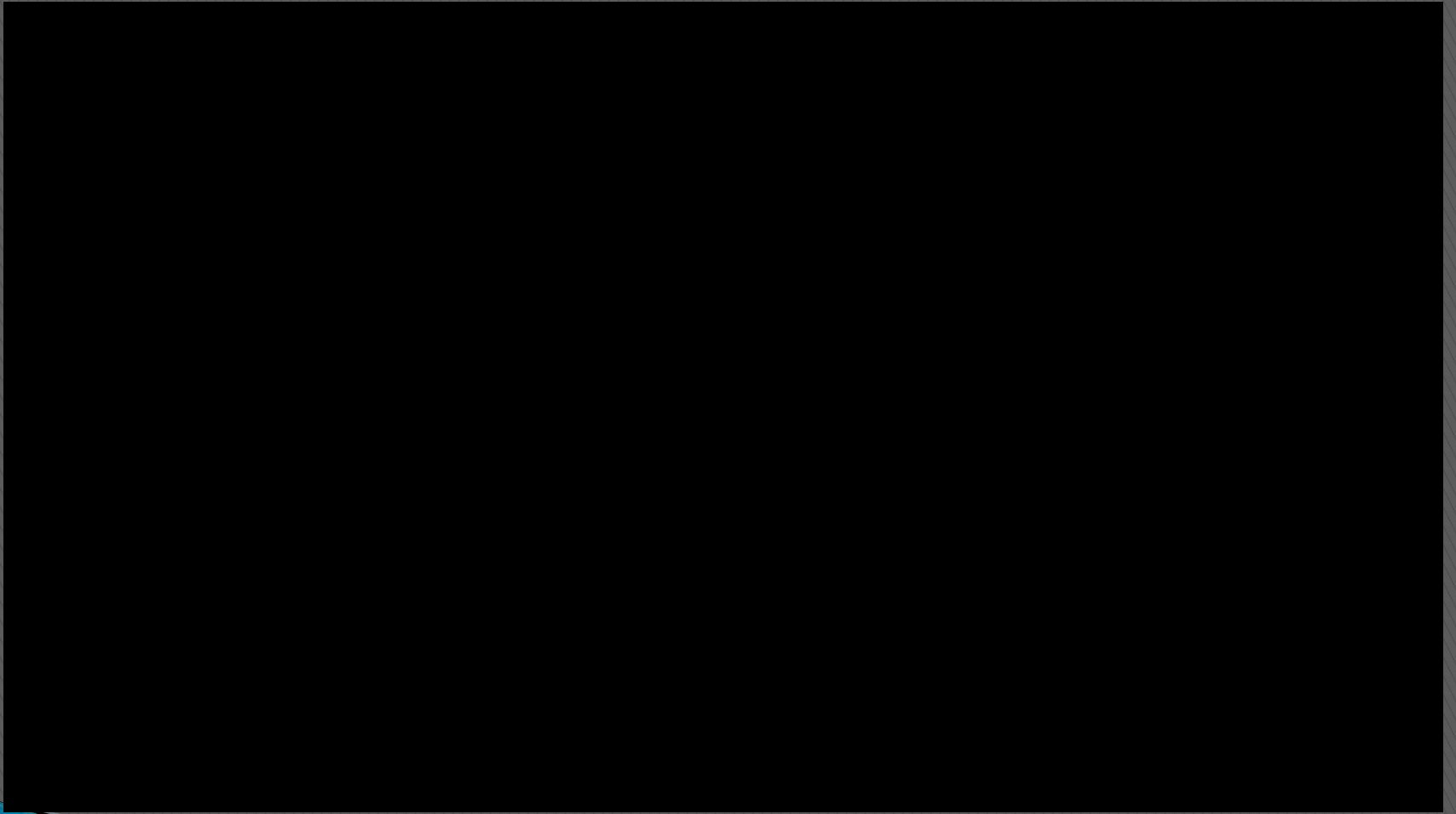


# New Educational PSA...

- **No More Excuses.**



New PSA – “No More Excuses”.





# Be Safe out there Everyone...

- Foundation Website: [www.tsef.org](http://www.tsef.org)
- Email: [andy@andypilgrim.com](mailto:andy@andypilgrim.com)

