

# IN CONTROL

## The Nation's First State Certified Crash Prevention Program

In Control is the leading provider of life-saving, hands-on, crash prevention training in the United States. As the first state certified course in the country, In Control features a half day, closed course program for all ages with the primary focus being on TEEN drivers. Classes are offered at approved facilities across Massachusetts year round almost every weekend (Saturday and Sunday) and some weekdays.

Driving is the #1 cause of teen deaths nationally and more than half of new drivers crash within their first two years on the road. The In Control course targets instinctual reactions and triggers attitudinal adjustments that result in more skilled and cautious driving. The training focuses on distracted driving (including cell phones and texting), spatial awareness, tailgating, hazardous road conditions, unexpected situations, rapid decision making, speed control and more.

**FACT: In the 1970s, the United States had the lowest death rate per capita from car crashes. Now, 40 years later, the U.S. has dropped from being ranked #1 to #42 of 48 countries measuring deaths per capita resulting from crashes.**

**Why have so many European countries surpassed the U.S. when it comes to driving safety? Because they focus on driver training and have made closed-course, hands-on crash prevention training mandatory.**



**Crash prevention training reduces the likelihood of first-year driver crashes by 70%.**

### WE SAVE LIVES:

Your course saved me from a serious accident yesterday. Your training was clearly responsible for my no-collision outcome. I am so glad my children and I have had the training.

Connie  
Needham, MA

The other kids say my daughter saved their lives. She says she owes it all to your program and my insistence that she take it. God bless you! Never stop doing what you're doing. You saved five lives tonight!

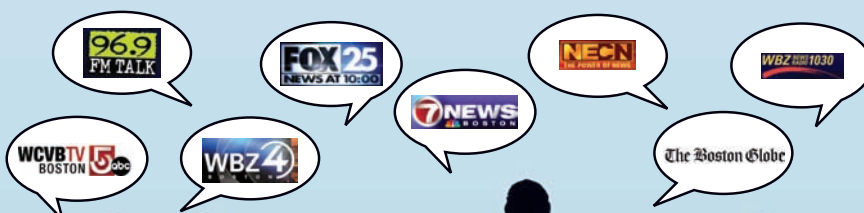
Liz  
Marshfield, MA

### GETTING THE WORD OUT

In Control's utilization of media and grassroots marketing gets the word out while helping to reinforce our brand. Between television, radio, and newspaper stories, presentations to Rotary organizations, talks to local PTA/PTO groups, and visits to local Health Fairs, In Control has chalked up over 200 million media impressions measured in the Boston Metro market and more eyeballs nationally thanks to coverage on The CBS early show, Fox News Channel and a variety of print coverage.

**"In Control has been featured on Boston television an average of twice per month during the past two years and is regularly covered by the Boston Globe, Boston Herald, and community newspapers throughout the region. In Control has also been featured many times by other media outlets that reach a huge audience, such as Boston.com and WBZ News Radio. In short, In Control has become the "go to" organization for Massachusetts media reporting stories on driving safety"**

**George K. Regan, Jr., Founder and President, Regan Communications Group**



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Locations throughout  
New England



# PASSIONATE ABOUT PARTNERSHIPS

Our sponsors and partners are passionate about their involvement with In Control. Continuing to save lives on our roads is of the utmost importance to all of them. Because of their support and generosity, In Control continues to save lives by increasing the number of students that we train annually. Our corporate sponsors allow us to attract their specific audience by including our program in their cause marketing campaigns and community outreach programs.



In Control works with interested sponsors and partners to ensure their individual marketing goals and initiatives are met by customizing marketing programs to meet specific company directives. Our commitment is to always create a positive impact in the community while attracting new and experienced drivers to our course. Demographically, our program targets drivers of all ages, but we are most interested in training new teen drivers.

In Control continually reaches out to parents and teens through the many grassroots efforts we already have in place throughout Massachusetts. Continually educating people about what we do is the key to our success. The more people that are aware of our program means

the more chance we have to train people with these life-saving driving skills. Education is the best way to prevent future tragedies.

Sponsors and partnerships are essential to the growth of our program and to our efforts in continuing to save lives on our roadways. In Control is always looking to build upon our existing foundation by adding new and creative ideas to our company marketing program.

**"Most of all, I liked the real life, hands-on driving experience that the course provided along with the classroom lessons. Gaining that first-hand knowledge was invaluable for myself and my teenage son.**

**Being able to do a 'panic stop' in a safe, closed-course environment was really helpful. Experiencing what it feels like to hit the brake when you are driving at full speed, understanding what the car should feel like and learning what to do in that situation will better prepare my son for his future driving experiences.**

**I thought that the ratio of classroom time to in-car time was a perfect mix. Because of this format, teenagers/first time drivers and adults alike are able to understand and practice the skills that will keep them safe behind the wheel.**

**Overall, my experience with the In Control program far exceeded both my expectations and those of my son. After the session, my son said, 'This was AWESOME!'"**

Bob Sweeney,  
Director of Development,  
Boston Bruins Foundation

## IN CONTROL PROUDLY PARTNERS WITH:



QUINCY MUTUAL GROUP

THE NORFOLK & DEDHAM GROUP

