

**FOR IMMEDIATE RELEASE**

**January 31, 2005**

<b>Contacts:</b>	<b>Paul Hallums</b> <b>President &amp; CEO</b> <b>NTSI</b> <b>(520) 403-9915</b> <a href="mailto:phallums@ntsi.us">phallums@ntsi.us</a>	<b>Ned Christenson</b> <b>Chief, Public Affairs</b> <b>US Army Installation Management Agency</b> <b>(703) 602-3193</b> <a href="mailto:ned.christensen@hqda.army.mil">ned.christensen@hqda.army.mil</a>
------------------	---	--

**U.S. Army Selects NTSI to Develop  
International Driver Safety Program for Soldiers**

(TUCSON, Ariz.) --- In an effort to respond to the growing incidents of vehicular collisions involving its enlisted personnel, the United States Army has earmarked \$1.6 million for an awareness program designed to empower personal responsibility among soldiers at home and abroad. Upon reviewing proposals from a large number of driver training organizations across the country, the Army has given the official nod to the Arizona-based National Traffic Safety Institute (NTSI). The four-year campaign is expected to launch this March, with more than 100,000 American soldiers in the U.S., Europe, and Asia likely to participate in the behavior modification course.

“The Army is deeply committed to the public health and safety of our troops, and we’re convinced that this unique driver safety program will prevent the senseless deaths and injuries which can result from irresponsible behavior behind the wheel,” stated Mario Owens, Chief of Safety and Occupational Health for the U.S. Army Installation Management Agency. “The NTSI has a 30-year track record of effectively inspiring individuals to recognize how their attitudes and values influence driving behavior,” he continued, “and we are proud to be working with them on this important assignment.”

With a strong foundation in behavior modification, the multidisciplinary course – which will be delivered in online and platform versions – will involve:

- Case studies to motivate soldiers to improve driving skills;
- Programs that address aggressive driving, defensive driving, DUI, and distraction;
- Risk assessments of driving behavior and habits; and
- Review of laws addressing substance abuse, child safety, inclement weather, etc.

The campaign will also include development and wide distribution of NTSI-licensed soldier training manuals, facilitator guides, and campaign memorabilia. A series of public service announcements will also be produced for radio and television broadcast, along with production of campaign advertisements for publication in targeted media.

The course is founded on NTSI's commercially available "Safer Driver Challenge," an online behavior-based program used by professional drivers, such as drivers of passenger vans and fleet vehicles, to improve safety behind the wheel. The program has been successfully implemented at a number of government agencies and private companies including Job Corps, Sundt Construction, and various law enforcement agencies.

Founded in 1974, the National Traffic Safety Institute has trained millions of people across the country to be safer drivers. It remains the nation's oldest and largest traffic safety program, and stands among the nation's most valuable and reliable community services.