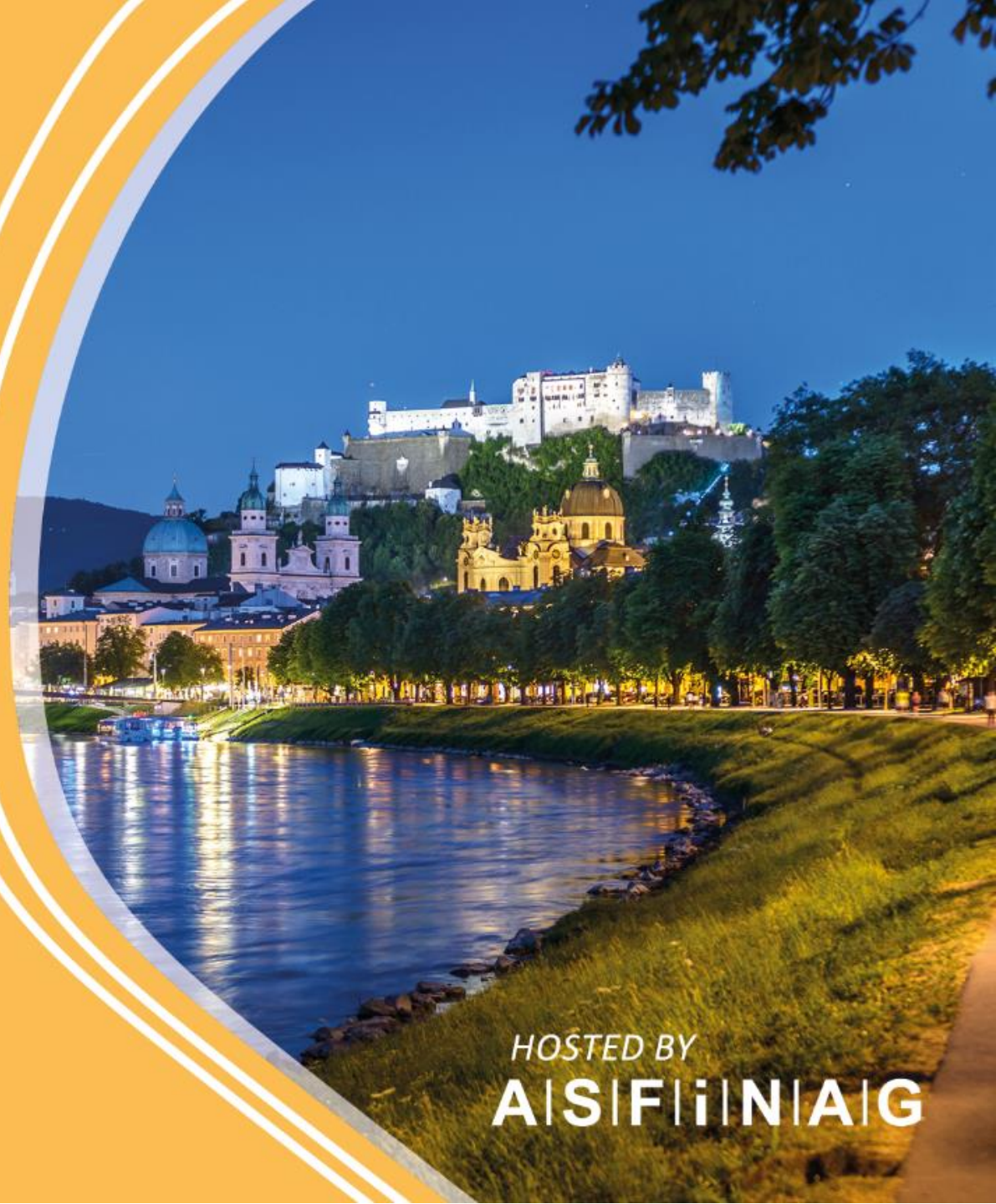


15th **A**SECAP
ROAD SAFETY
CONFERENCE

MOTORWAY
DRIVING COURSE



HOSTED BY
AISIFÍNIAG

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The idea and purpose – education

- The course is meant for those learning to drive - taking driving courses and preparing for the examination, as well as drivers who already have a license
- Practical trips on the motorway under the guidance of professional instructors and driving technique coaches
- Practicing relevant maneuvers
- Knowledge of the highway code
- Promoting safe driving
- Increasing driver awareness





The idea and purpose – stakeholders

- Actively engage in and continuously work with the community to increase driver awareness and road safety
- OSK (Drivers Training Center) and ODTJ (Driving Technique Improvement Center)
- WORD (Provincial Center for Traffic)
- Authorities
- The Police
- High schools, educational centers



What sets the program apart from other initiatives

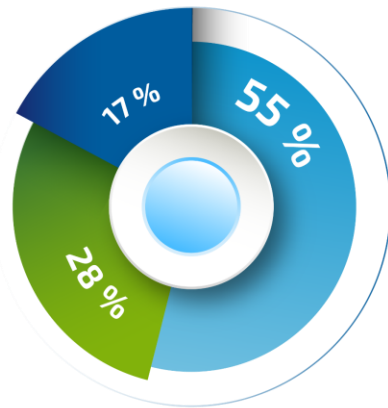
- Exercises involving the characteristic features of driving on the motorways and expressways
- Practical learning - working directly with drivers and young drivers
- Attractive and modern teaching materials, including an open-source instructional tutorial
- Extensive cooperation with the institutions dealing with traffic safety, OSKs and ODTJs
- Innovative methods of education



Driver survey

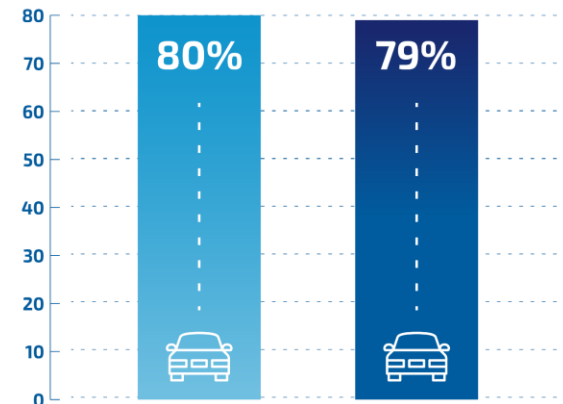


1. Assessing one's own motorway driving skills



● High ● Enough ● Low

2. Would you choose to receive additional free motorway driving training

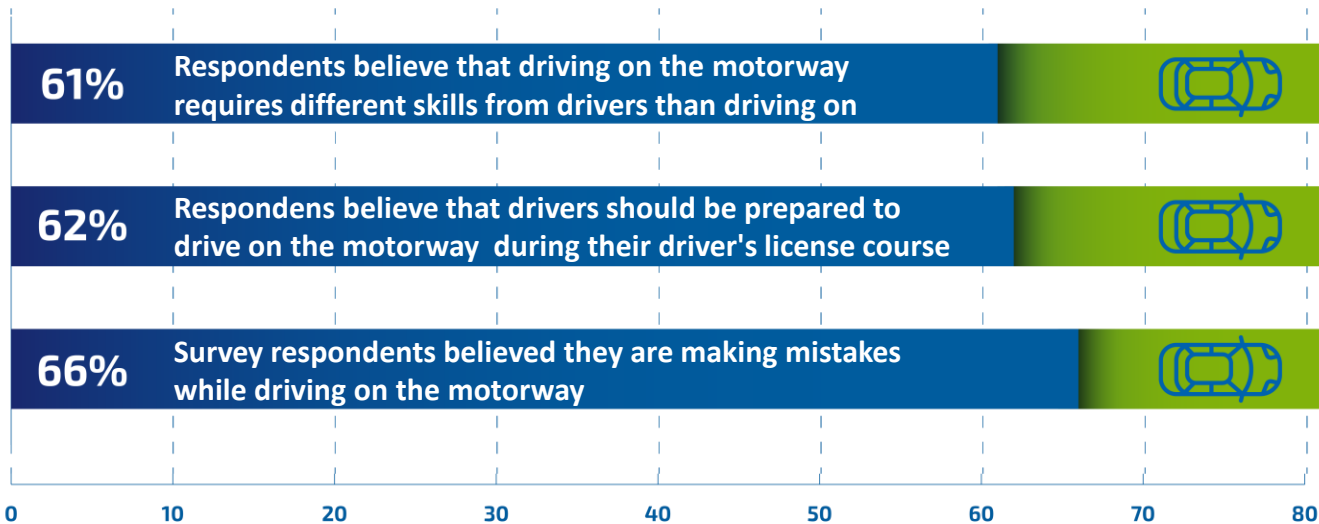


Drivers Persons preparing for the driving test

Driver opinion survey conducted by ARC Market and Opinion for AWSA July 2020

Driver survey

3. Does driving on the motorway requires different skills from drivers than driving on regular roads



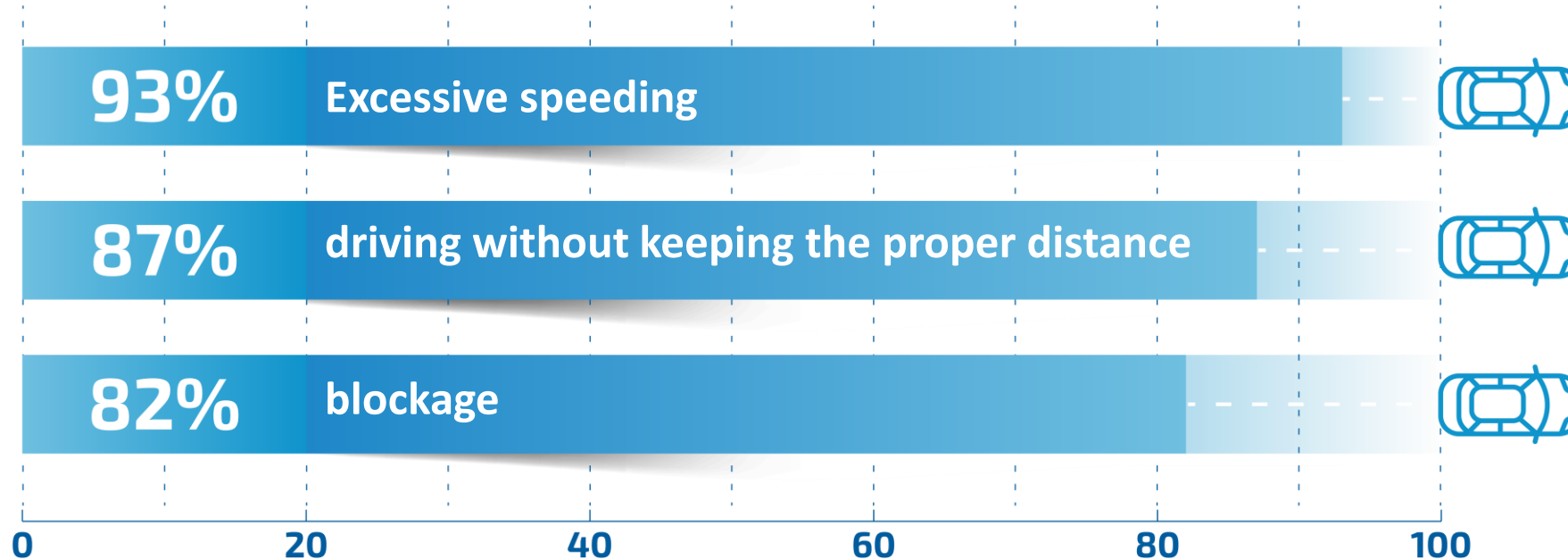
“ Only 20% of respondents learned to drive on the highway during their driving course ”

Driver opinion survey conducted by ARC Market and Opinion for AWSA July 2020

Driver survey

4.

The most common mistakes in motorway driving in Poland



Driver opinion survey conducted by ARC Market and Opinion for AWSA July 2020



Program implementation - education



- Theoretical and practical education of young trainees during driving courses at OSKs
- Driver education at ODTJ
- Meetings and lectures in high schools (students between the ages of 17 and 20)
- Meetings with local communities, opportunity to use a driving simulator



Program implementation – stakeholders



- Engage in and collaborate on a long-term basis to increase driver awareness in terms of safe driving and motorway and expressway driving techniques
- Cooperation and co-organization of activities at various community events related to road safety



Patrons of honour

PATRONI HONOROWI



Krajowa Rada
BEZPIECZEŃSTWA
RUCHU DROGOWEGO

POZnań*

Patronat Honorowy
Prezydenta Miasta Poznania



Lubuskie
Warte zachodu



MARZAŁEK WOJEWÓDZTWA
WIELKOPOLSKIEGO
MAREK WOŹNIAK



Patronat Honorowy Marszałek
Województwa Lubuskiego
Ełżbiety Anny Polak

Ambassador



- *As a professional sports driver and driving improvement expert, I am well aware of the need to drive safely and calmly on a daily basis. Also on the motorway, where the high speed limit should make us pay even more attention to our safety.*
- *Whether you drive yourself or teach others at a training center, this program is for you. Thanks to the Motorway Driving Course, you will have an opportunity to learn from the best, develop your skills in practice and earn rewards.*

Tomasz Czopik - one of the best Polish rally drivers. He has competed in more than 100 rounds of the Polish Rally Championships and the European Championships. Four-time Polish Champion (1997, 2000, 2002, 2003) and Central Zone European Champion (2007). Founder of the Safe Driving School. Author of Traffic Safety training programs

Teaching tutorial



- 10 topical videos:
 - How to enter the motorway safely
 - What is a safe distance from the vehicle you follow
 - How to drive safely on the motorway (driving in the slow lane, proper signaling of maneuvers, mastering the driving dynamics)
 - Speed on the motorway and overtaking maneuver
 - Motorway-specific signage
 - How to handle a breakdown
 - Driving in rain and snow
 - Toll Barriers
 - Rest and Service Areas
- Open source materials available

An aerial photograph showing a multi-lane highway running diagonally from the bottom left towards the top right. To the left of the highway is an industrial park with several large white and grey buildings and a tall tower. To the right of the highway is a large, flat, golden-brown field. Further to the right is a dense forest of green trees, with a winding stream or river cutting through it. The sky is a pale, overcast blue. Centered over the image is the text "CLICK HERE TO WATCH THE VIDEO" in a bold, white, sans-serif font.

[CLICK HERE TO WATCH THE VIDEO](#)

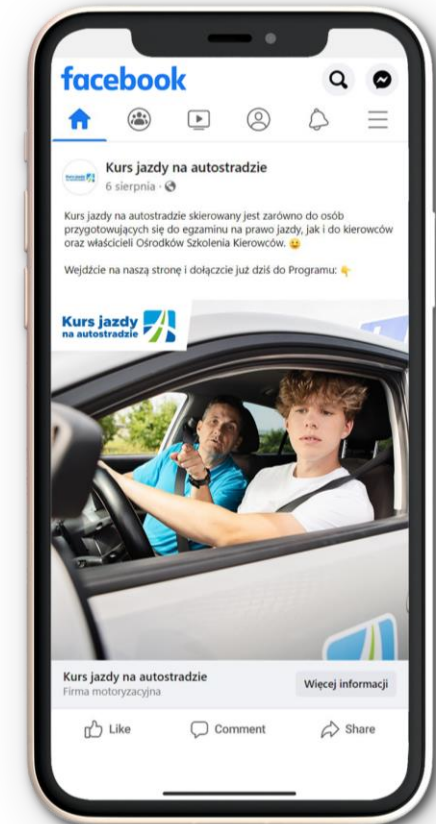
Teaching materials



Canvass channels



- Media (more than 500 publications in the first 3 months, information outreach 7,1 mln persons)
- OOH media
- Dedicated website www.kursjazdynaautostradzie.pl
- Social media (FB, YT)
- AWSA's own communication tools
- Mailing to OSKs
- Technical and general high schools
- OSKs, ODTJs
- Events
- Partners and Honorary Patrons





ca. **500**

Registered in the program
and trained drivers

50

Instructors

ca. **35,000**

kilometers traveled in the
program

Thank you for your attention

Anna Ciamciak

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