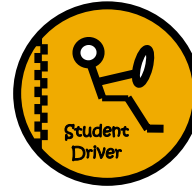


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PRESS RELEASE

New Student Driver, LLC

HELPING TEEN DRIVERS GET THE SPACE THEY NEED

St. Petersburg, FL. - **New Student Driver, LLC** announces the nationwide release of their Student Driver Car Flag, a new defensive driving safety tool for use by new drivers, in particular teenage drivers. The Student Driver car flag works much the same way as cars used by driving schools with fixed signage to alert surrounding drivers that the person behind the wheel is a student driver. Sized for a personal vehicle, the flag is eye catching and portable. It attaches easily to any personal vehicle window. The flag design, with racing stripe and crisp black lettering, is neat and simple to read. The two words, "Student Driver", are an immediate warning to nearby drivers and pedestrians that there is a student driving and to give them the space they need to proactively avoid accidents.

Safer Dixie Driving School, the oldest driving school in Tampa Bay, Florida, is an advocate of the New Student Driver flags. President Aaron Dreher says, "One of the most important reasons parents bring their children to our driving school is because they are nervous to teach them on their own. I feel that with the defensive driving education they get from Safer Dixie Driving School, and the awareness that the New Student Driver Car Flag provides to the other drivers on the road, parents will feel more at ease while they are in the car with their new driver".

This defensive driving tool arrives at a critical time. **Automobile crashes are the #1 killer of teenagers in the United States.** The majority of people killed in teen driver crashes are people other than the teen driver themselves. According to the AAA Foundation for Traffic Safety, between the years of 1995-2004 all fatal crashes involving 15, 16 and 17 year old drivers claimed the lives of 30,917 people, of which 36% (11,177) were the teen drivers. These troubling statistics are the impetus behind the formation of New Student Driver and this essential defensive driving tool.

About New Student Driver, LLC



New Student Driver is a provider of highway safety car flags. The company was founded in 2009 by two moms after comparing their hair-raising experiences of riding with their inexperienced teen drivers. New Student Driver is a company committed to lowering traffic incidents that occur when new drivers begin to learn the rules of the road and the mechanics of a motor vehicle.

For more information about New Student Driver and the Student Driver car flag, please visit www.newstudentdriver.com or call 727/527-4715.

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