

# Driving Skills FOR LIFE™

smart driving, protecting lives, saving fuel

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Program by  
Ford Motor Company



**AIP**  
FOUNDATION  
MAKING ROADS SAFE

## Foreword

More people die on the world's roads every year than by any other cause. Between 2000 and 2015, the World Health Organization predicts that road accidents will cause approximately 20 million deaths and leave more than 1 billion people injured, bereaved, or left to care for a road accident victim – most of these in the developing world. Yet despite these alarming statistics, awareness of the recurring tragedy of death and injury by traffic accidents remains inappropriately low.

In countries that are developing quickly, particularly in Asia and Africa, people are taking to the road in ever-greater numbers, usually without the training to drive properly, nor possessing the fundamental understanding of driving, and accident 'cause and effect! In less than 20 years, most of Asia has transformed itself from societies of bicycles, to motorbikes – and now to automobiles. Driver training, education and public awareness are imperative to improving driver safety.

Ford Motor Company and the Asia Injury Prevention Foundation (AIPF) are dedicated to changing this terrible but preventable situation by contributing simple, practical and effective solutions that can be used throughout the region. The 'Driving Skills for Life' program aims to leverage the expertise of Ford and AIPF to address the specific and unique driving environments within each market, and help educate drivers of all ages with safe driving tips and techniques. We believe our efforts will help make a lasting difference by providing Driving Skills for Life.

*Signature*

**Greig Craft**

President

Asia Injury Prevention Foundation

## Introduction

**Driving Skills for Life** (DSFL) was established in the United States in 2003 by the not-for-profit Ford Motor Company Fund, the U.S. Governors Highway Safety Association, and a panel of safety experts, to teach newly licensed drivers the necessary skills for safe driving beyond what is learned in standard driver education programs.

Ford identified driver education as a highly relevant issue in many of our Asia Pacific and Africa markets, due to the significant percentage of first-time car-buyers/drivers on the road, as well as accident rates that are among the highest in the world.

Drawing on the success of the U.S. program, Ford has adapted the U.S. program for respective markets across the Asia Pacific and Africa region. In partnership with the Asia Injury Prevention Foundation and government agencies, a comprehensive and scalable driver-education program will be introduced that is customized and localized to address the specific and unique driving environments within each country.

Ford Motor Company is proud to provide Driving Skills for Life at no cost to participants, to help improve driver safety for licensed drivers of all ages. We're aiming to make a difference on the roads of Asia Pacific and Africa.



## Tip 1

Use **safety/**  
restraining **belts**  
all the time

- > Before you turn on the engine, fasten your safety belt.
- > Insist that all your passengers use their safety belts.
- > Belt use can significantly reduce the chance of serious injury or a fatality.





## Tip 2

### **Adjust** rear view and side **mirrors**

- > Before you turn on the engine, adjust your rear and side view mirrors to the appropriate angles to maximize your field of vision.
- > Your views out the back window and along the sides of the vehicle should be clear and unobstructed.



### Tip 3

Drive **relaxed**  
by anticipating  
**traffic** situations



- > Avoid constant accelerating-braking sequences.
- > Change lanes early when approaching obstacles - always use left/right turn signals.
- > Smoothly equalise speed differences.
- > Allow other vehicles to proceed before you - be courteous to other drivers.



## Tip 4

Avoid **distractions** while driving

- > Remember: Increasing distractions can increase the risk of a crash.
- > Driving demands your full attention.
- > Distractions include adjusting the radio, talking on mobile phones or with other passengers, sending text messages . . . which can take your attention away from the road . . . and increase driving risk.



## Tip 5

Maintain a **safe 3-second distance** between vehicles

**Increase Your Safety Distance - It Increases Your Scope of Action and Reaction Time.**

- > Keep a safe distance between your vehicle and the vehicle in front of you, in the event it stops abruptly.
- > Use the *3-second rule* - as safe distances change with different speeds.
- > Pick a stationary point on the road; when the car in front of you passes it, you should be able to count to 3 before you pass the same object.
- > If the weather is bad and visibility has decreased - i.e. heavy rain - increase time interval to 6 seconds.



## Tip 6

### High Gears / **Low Engine** Speed (rpm)

#### Gear Shifting Guide

> Driver should shift to the next highest gear when engine speeds reach 2000-2500 rpm.

> Maintain uniform driving at engine speed of 2000 rpm and below.

#### > Target Gear vs. Speed

- |                      |                        |
|----------------------|------------------------|
| 1 <sup>st</sup> Gear | Startup                |
| 2 <sup>nd</sup> Gear | After 1 car length     |
| 3 <sup>rd</sup> Gear | at 30 km/h             |
| 4 <sup>th</sup> Gear | at 40 km/h             |
| 5 <sup>th</sup> Gear | at 50 km/h             |
| 6 <sup>th</sup> Gear | possible above 50 km/h |







**STOP**

## Tip 7

### Use Vehicle's **Momentum** and **Built-up Energy**

**Take foot off the accelerator pedal early - and roll with the traffic - when:**

- > Approaching red traffic lights
- > Before changing direction
- > In stop-and-go traffic
- > At "give-way" or "yield" traffic sign
- > Approaching "Stop" traffic sign



## Tip 8

### Switch off the **Engine** Selectively

**If expecting to stop and idle for more than 20 seconds, it is economical to switch off a warm engine.**

Typical Situations:

- > While loading and unloading.
- > At red traffic lights.
- > In traffic jams.
- > At closed gates (railway crossing).

**Note:** Switching on/off the engine does not damage the starter switch or decrease its life.

#### **Same Fuel Consumption:**

- > Engine idling for 3 minutes = 1 kilometer of driving at 50 km/h (30 mph)



## Tip 9

### **Adequate Tyre** Pressure

**Check tyre pressure regularly and adjust it to appropriate pressure (see Car Manual). It saves fuel *and* increases safety!**

- > Correct tyre pressure can provide up to 1% - 3% better fuel economy.
- > 0.3 BAR below the optimum tyre pressure can increase the rolling resistance by up to 10%.
- > Tyre can lose up to 1/2 of its air pressure without appearing flat.



## Tip 10

### Remove Weight and Unused Racks

- > Remove unnecessary weight from the trunk (boot).
- > Take off racks (roof and rear) when not being used.
- > Use lower speeds while transporting goods with roof or rear racks for better fuel economy and safety.

*Additional weight of only 20 kg increases fuel consumption by approximately 1%.*

