



## COMPANY PROFILE



### Training programs that meet world's best-practice techniques and training methodology.

Safe Drive Training delivers PowerPoint based training packages to ensure a consistent standard of course content, regardless of the instructor. Unique presentation material is developed for different countries and LHD or RHD. Training programs include a mixture of lecture, demonstration, practical experience and assessment.

Unlike other driver training companies, we don't roll out training packages developed in the USA or Europe that are suited to fully trained and licenced drivers operating on well-built motorways. SDT has photographed and filmed unique content to develop programs that are tailored to Asia-Pacific driving conditions and are more relevant to local participants.

Car Control training uses skill-failure experience methodology to show participants the limit of their vehicle and driving skills. For some programs IVMS (in-vehicle monitoring systems) or OBD monitors can be used to provide participants with additional feedback.

## Asia-Pacific's leading driver education provider

Safe Drive Training offers a range of driver education products and training programs to private participants, education institutions, multinational companies (with global Health and Safety policies), local industry, mining companies, police and government departments.

Up to 8000 drivers complete Safe Drive Training programs annually across the Asia-Pacific region. We have trained over 90,000 drivers since 1996 (importantly more than 55,000 novice drivers have benefited from our safe driving programs).

Whilst the same principles of car control and safe driving apply universally across the Globe, every country has unique road rules, vehicles, road conditions, licensing standards and weather which combine to create different driver behaviours.

With our Head Office in Brisbane (Australia), Safe Drive Training is exposed to international best practice regarding road safety and driver education techniques in a country with a highly developed road safety industry. However by developing strategic partnerships and regional offices, Safe Drive Training can deliver training more economically with local instructors (in local languages) and address the local driving culture, all backed by worlds-best-practice standards and resources.



### International Experience, Local Knowledge

Safe Drive Training has entered into strategic partnerships with other international driving schools. This provides SDT with access to professional advanced driving instructors across Asia, who have unique local knowledge and the ability to deliver training programs and events in a range of languages.

Safe Drive Training regularly conducts driver training projects across Australia, Papua New Guinea, New Zealand, China, Malaysia, Indonesia, India and Singapore.

Training has also been delivered in Russia, Japan, Vietnam, Bangladesh, Laos, East Timor, Egypt, Taiwan, Nepal, Fiji, Solomon Islands, Thailand and the Philippines.

This international experience allows Safe Drive Training to tailor our training programs to suit the specific conditions and unique problems encountered in each country.

### Our company motto

Safe Drive Training was started in 1996 based on a belief that better driver education and training will result in safer drivers who have a lower risk of crash involvement. All company activities reflect this belief.

Our company motto therefore is "Safe Drivers are Lifesavers". The logo design represents the 3 tiers of vehicle safety: steering wheel, wheel and tyre and life preserver.



### A member of peak industry bodies

Safe Drive Training is a member of the IVV (the International Association for Driver Education) and the Australian Driver Trainers Association. Our Managing Director is a member of the Australian College of Road Safety and he has presented papers on driver education in Australia, Indonesia and Papua New Guinea.



## Supported by companies dedicated to improving safety

Safe Drive Training is proudly supported by Proton Cars Australia, Cooper and Starfire Tyres and Fulcrum Suspension.



## Our people

Our instructors are accredited and highly experienced driver training instructors who are committed to developing safe drivers. All SDT senior trainers are subject to CPD and hold Cert IV Assessment and Training qualifications and first aid/CPR qualifications. Some of our instructors are leading race drivers, ex-Police and ex-teachers.

## Insurance Coverage

Safe Drive Training maintains the following insurance coverage:

- \$20 million Public Liability
- \$1 million Professional Indemnity
- \$20 million Product Liability

Most importantly our insurance provider is fully aware of the training courses we conduct and therefore we have full disclosure and full coverage. All SDT owned driver training vehicles are fully insured for training.



## Unique training resources are available

Safe Drive Training sells a range of driver education products to improve fleet safety and driver awareness. Products available include: Radar Guns, Tyre Pressure Gauges, Driving Simulators, Skid Tyres, Tyre Pressure Monitoring System, Road Rules Tests, Redline Disposable Alcohol Testers, Safe Driving Books and DVD's. Our Safe Driving DVD is used by High Schools throughout Australia and New Zealand. We have filmed safe driving DVD's for leading companies to use for internal staff safety.

Safe Drive Training is the Exclusive Distributor for the Fatal Vision range of alcohol and drug education resources, including the full range of Fatal Vision Drunk Driving Simulation Goggles and the Simulated Impaired Driving Experience (SIDNE) Drunk Driving Go-kart.

SDT-Simulator Driver Training is an affordable but high quality range of simulators for driving schools and high schools/colleges.



## Training Highlights

- Celebrity Driver Trainers for the 1995 Adelaide F1 GP Celebrity Race and 1996 Gold Coast Indy Car GP.
- Management of Ride and Drive for international car launching events (media and customers) for Proton, Audi, Mercedes Benz, Car-Am Spyder and SACHS
- Management of Car Dealer driving events for Toyota, Suzuki
- Management of Ride and Drive for international tyre launching events (media and customers) for Yokohama, BF Goodrich, Michelin, Pirelli, Continental, GT Radials and Hankook
- Management of Tyre Dealer driving events for GT Radials, Federal, Cooper Tyres, Starfire Tyres, Bridgestone
- Awarded Highly Commended in the 2001 Queensland Road Safety Awards for our High School Driver Training Program.
- Awarded Highly Commended in the 2005 Queensland Road Safety Awards for our Physics in Motion Science Program.
- Appointed by Esso Highlands PNG to become the baseline driver training program used by EHL (replacing Smith Systems)
- Appointed by Indonesia Police to conduct training to their senior instructors (2012 & 2013)
- Commissioned by Coles Supermarkets to develop a Safe Driving DVD for delivery drivers

## Testimonials/Feedback

Our clients have provided numerous testimonials and positive feedback to prove that SDT driver training is the best available. Individuals have claimed our training saved their life and companies have demonstrated crash reductions. Testimonials are shown on our website or we can provide a listing.

## Media Profile

Safe Drive Training enjoys a very high media profile with regular coverage in all forms of media. Our courses and input on road safety matters have been covered by all Australian TV channels both regional, statewide and national.

Find us on:



In Partnership with:



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