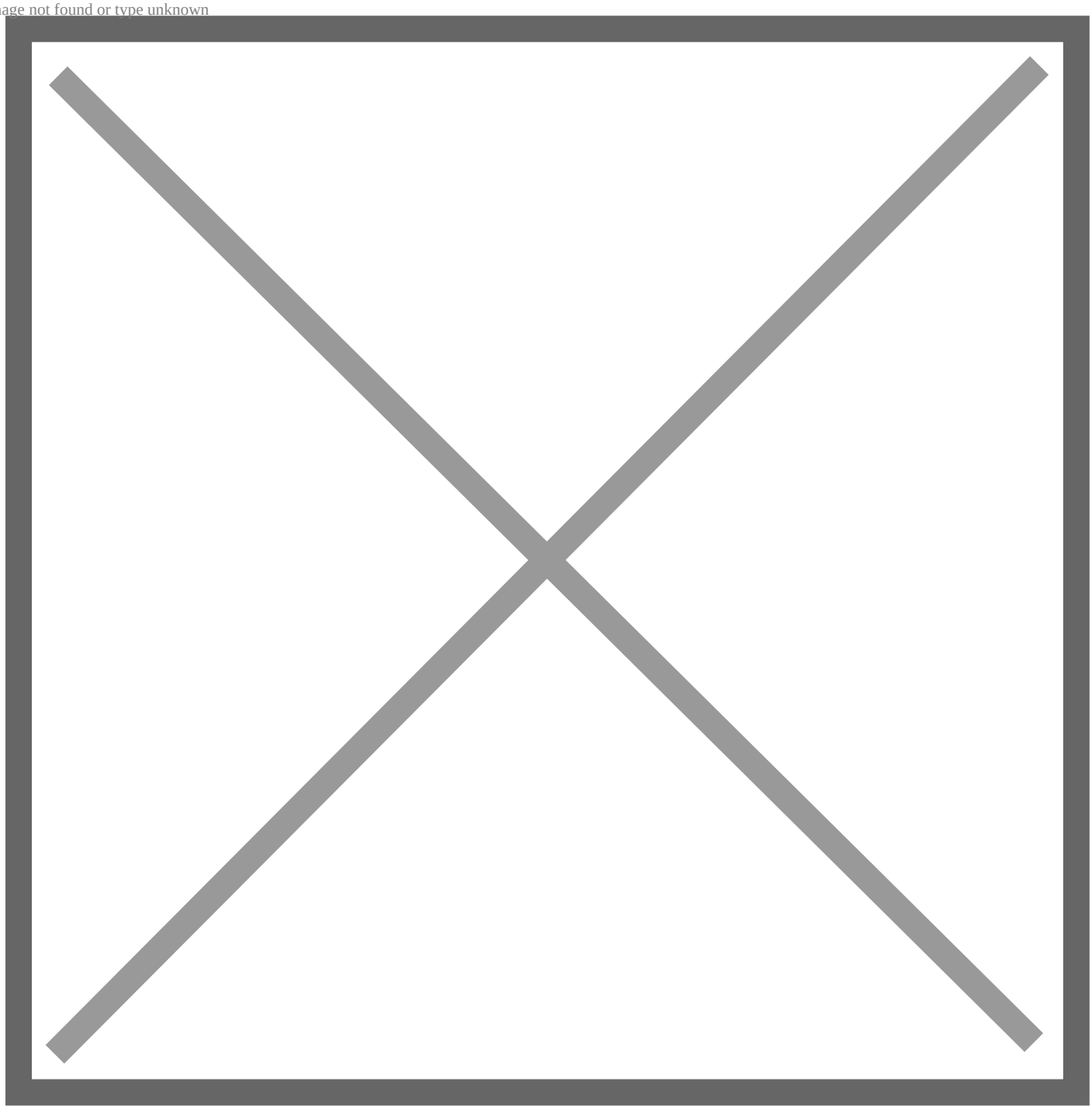
Toyota and Discovery Education Announce Toyota Teen Driver

December 02, 2010

Image not found or type unknown



Toyota Teen Driver

Program Incorporates Comprehensive Online and Classroom Approach to Help Young Drivers Stay Safe Behind the Wheel

New York, NY (Dec 2, 2010) – Toyota and Discovery Education today announced the launch of *Toyota Teen Driver*, a new program that promotes responsible driving for teens – both at home and in the classroom. A key component of *Toyota Teen Driver* is the comprehensive online destination – www.toyotateendriver.com – which offers resources for three key audiences: educators, teens and parents. The site provides a variety of powerful tools and content specifically designed for these three key groups to capitalize on their particular potential to help keep teens safe on the road. In addition, the program features competitions for educators and teens that reward individuals who demonstrate a commitment to safety.

"Safety is a priority for Toyota, and we are dedicated to helping drivers and passengers of all ages develop responsible habits to protect them on the road," said Patricia Salas Pineda, group vice president, national philanthropy and the Toyota USA Foundation. "We are proud to partner with Discovery Education on *Toyota Teen Driver* to provide teens, parents and educators with the tools they need at this critical stage in teenagers' lives."

"Educators, alongside parents, are the number one influencers of young people," said Mary Rollins, vice president of education partnerships, Discovery Education. "Discovery Education is proud to partner with Toyota to provide the digital resources parents and educators need to positively impact student behavior behind the wheel."

Toyota Teen Driver offers the following content, tools and resources for teens, parents and educators, to help teens stay safe behind the wheel:

- Free Dynamic Digital Curriculum, including lesson plans, activities and discussion starters that empower educators to teach appropriate behaviors to both young drivers and passengers. With these resources, educators can help students to become more informed about the dangers of distracted driving, enable them to learn about key safe driving behaviors and inspire them to become advocates for safety to their peers.

- Educator Competition that challenges teachers to develop project-based driving safety lessons for high school students. Entrants must utilize the National Highway Traffic Safety Administration and the National Safety Council websites to develop one unit of study as well as a public service announcement on teen driver safety. Prizes include two Virtual Driving Interactive Simulators for their school's Driver's Education program or Toyota Driving Expectations, a free behind-the-wheel program for teens and their parents.

- Interactive Road Driving Challenge, *Heads Up!*, which allows teens to virtually experience some of the dangers of distracted driving. After playing *Heads Up!* online, teens can enter to win one of ten $5,000 scholarship cash prizes from Toyota.

- Parent-focused Resources that includes conversation starters, driving activities and a guide to help parents act as coaches while setting examples as safe drivers for their teens. The site aims to give parents the resources to identify best practices and have a place to go for critical peer support.

"Educating teens about the hazards they face behind the wheel and actions that teens and parents can take to minimize crash risks are important steps in preventing crashes involving young drivers," said, Janet Froetscher, president and CEO, National Safety Council. "We believe Toyota and Discovery Education's program will help

accomplish those objectives."

For more information, please visit toyotateendriver.com.

About Toyota
Toyota (NYSE: TM) established operations in the United States in 1957 and currently operates 10 manufacturing plants, including one under construction. Toyota directly employs nearly 30,000 in the U.S. and its investment here is currently valued at more than $18 billion, including sales and manufacturing operations, research and development, financial services and design.

Toyota is committed to being a good corporate citizen in the communities where it does business and believes in supporting programs with long-term sustainable results. Toyota supports numerous organizations across the country, focusing on education, the environment and safety. Since 1991, Toyota has contributed more than $500 million to philanthropic programs in the U.S.

For more information on Toyota's commitment to improving communities nationwide, visit http://www.toyota.com/community.

About Discovery Education
Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) revolutionized television with Discovery Channel and is now transforming classrooms through Discovery Education. Powered by the number one nonfiction media company in the world, Discovery Education combines scientifically proven, standards-based digital media and a dynamic user community in order to empower teachers to improve student achievement. Already, more than half of all U.S. schools access Discovery Education digital services. Explore the future of education at www.discoveryeducation.com.

# # #

Contacts:
Stephen Wakefield, Discovery Education
240-662-2893
stephen_wakefield@discovery.com

Javier Moreno, Toyota
212-715-7469
Jmoreno@tma.toyota.com