



Tire Rack Street Survival

*It's not just about **Driving**. It's about saving **Lives***

Tire Rack Street Survival

1st a little history

BMW CCA Foundation

Founded in 2002

Separate 501(c)3 from BMW CCA's 501(c)7

Office in Greer, SC

3 Areas of concentration

Archive of all activities of BMW North America
Preservation and Restoration

Teen Driving Safety – aka *Street Survival*



Tire Rack Street Survival

1st a little history

Tire Rack Street Survival

1st year 2003 – 6 schools

Tire Rack joined us 2005

SCCA joined us in 2006

Hosted 44% of school in 2013

PCA joined us in 2013

Best year 2013 with 101 schools

Trained over 12,000 new drivers





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But..... why?

Do you know anyone like this?



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- Son/Daughter ?
- Niece/Nephew?
- Granddaughter/
Grandson?
- Neighbor/
Co-Worker?

Sure you do...



Did you know this?

- Driving Facts of Life

Motor vehicle crashes are *STILL* the leading cause of death for teenagers. 5,000+ last year

62% of teenage passenger deaths are driven by another teenager.

Teenage fatal crashes are disproportional

6.4 percent of the drivers

14 percent of fatal crashes



Or this?

400 % more likely to die than 25-34 year-old drivers

113 fatal crashes each week

1000 teens a day are treated in emergency rooms



Our Solution to the problem

– *Tire Rack Street Survival®*



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Driver safety schools for teenage drivers

Teach basic car control skills in the student's own vehicle

Use the expertise of track and autocross and other enthusiast driving instructors

The local resources of car clubs, BMW, SCCA, Porsche, Audi, Corvette

"Dedicated to Teen Driver Safety"

BMW CCA Chapters Participating



Badger *	Houston	Rivercity *
Bayou *	Illini	Rocky Mountain
Bluegrass	Iowa	Sacramento Valley *
Blueridge	Kansas City	San Diego
Boston	Lone Star	Sandlapper
Buckeye	Los Angeles	Sierra
Central California	Michiana *	Smoky Mountain *
Choo Choo *	Missouri Valley *	St. Louis
Connecticut Valley	Motor City	Tarheel
Delaware Valley	National Capital	Tidewater *
Des Moines Valley	New Jersey	White Mountain
Everglades*	New York	Windy City *
First Coast *	Nittany	50 total
Florida Suncoast *	North Star	
Genesee Valley	Old Hickory	
Golden Gate *	Peachtree	
Green Mountain *	Pine Tree *	
Hawaii *	Puget Sound *	
Hoosier *	Rattlesnake	

BMW CCA Chapters Participating

Badger *

Bayou *

Bluegrass

Blueridge

Boston

Buckeye

Central California

Choo Choo *

Connecticut Valley

Delaware Valley

Des Moines Valley

Everglades*

First Coast *

Florida Suncoast *

Genesee Valley

Golden Gate *

Green Mountain *

Hawaii *

Hoosier *

Houston

Illini

Iowa

Kansas City

Lone Star

Los Angeles

Michiana *

Missouri Valley *

Motor City

National Capital

New Jersey

New York

Nittany

North Star

Old Hickory

Peachtree

Pine Tree *

Puget Sound *

Rattlesnake

Rivercity *

Rocky Mountain

Sacramento Valley *

San Diego

Sandlapper

Sierra

Smoky Mountain *

St. Louis

Tarheel

Tidewater *

White Mountain

Windy City *

50 total

* What's this?

Chapters Participating

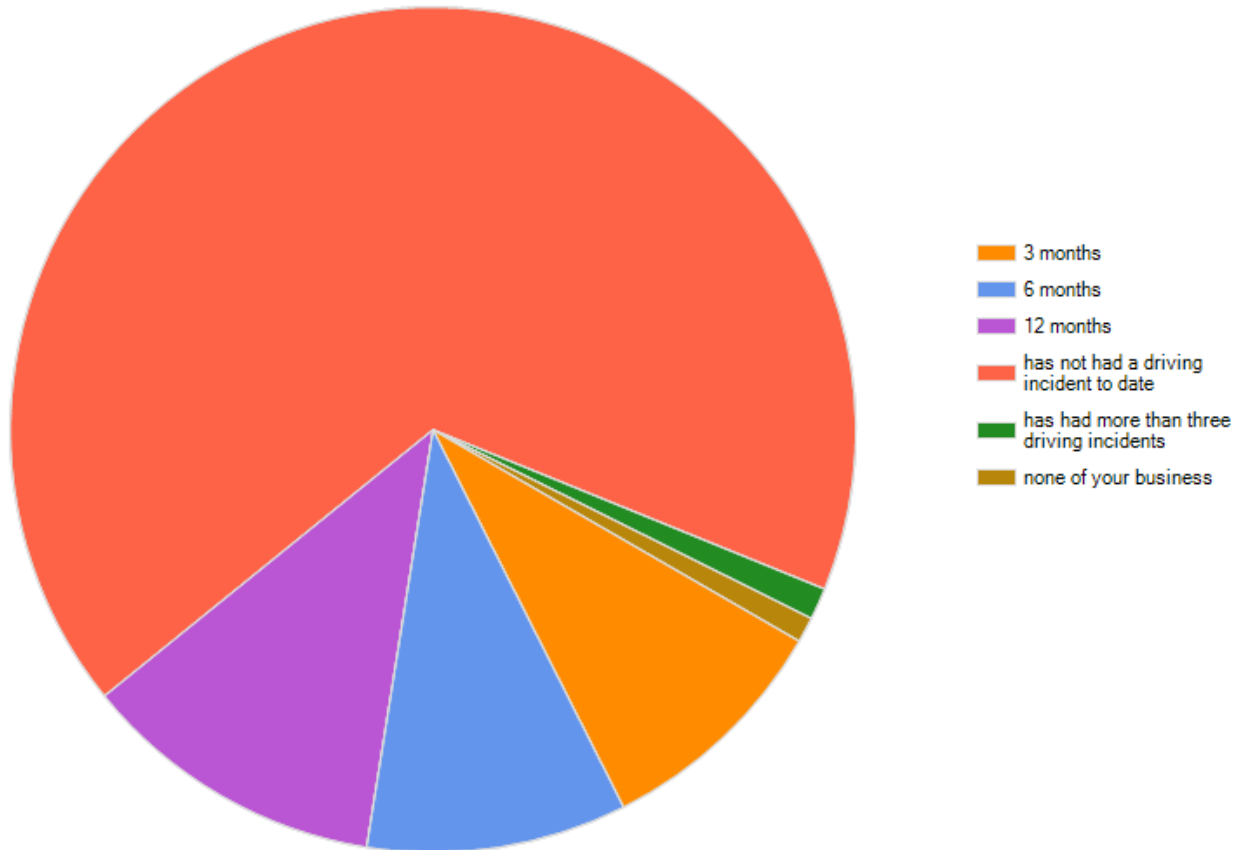
Top Hosts

National Capital	20 Schools
North Star	20
Bluegrass Bimmers	19
St. Louis	17
Boston	16
Lone Star	16
Tarheel	16
Genesee Valley	14
Buckeye	14
Peachtree	14
Kansas City	13
New Jersey	13

Thank you all!!

Street Survival Works!

Please tell us if your teen driver has had a driving incident (anywhere from a near-miss to a fender-bender to an accident that prompted an insurance claim) in the past



When asked about their teens' driving incidents since taking Street Survival we find that **65.4%** of the students have never had a driving incident since taking the course.

Of the **34.3%** that have, we find that **74% of those incidents were not the fault of the Street Survival graduate!**



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2013 Tire Rack Street Survival Schools - *by the numbers*

Schools Stats –

- Completed schools Total – 101 !!!

51 - BMW CCA 43 – SCCA 1 – TR 6 – PCA = 101

2012 53 - BMW CCA 37 – SCCA 1 – TR 2 – PCA = 93

- Student per school average -

25.8 students per school ↑ 4.8 from '12

BMW CCA school average - 28.5 per ↑ 4.4

SCCA school average - 22.1 per ↑ 5.7

PCA School average - 31.8 per ↑ 12.3

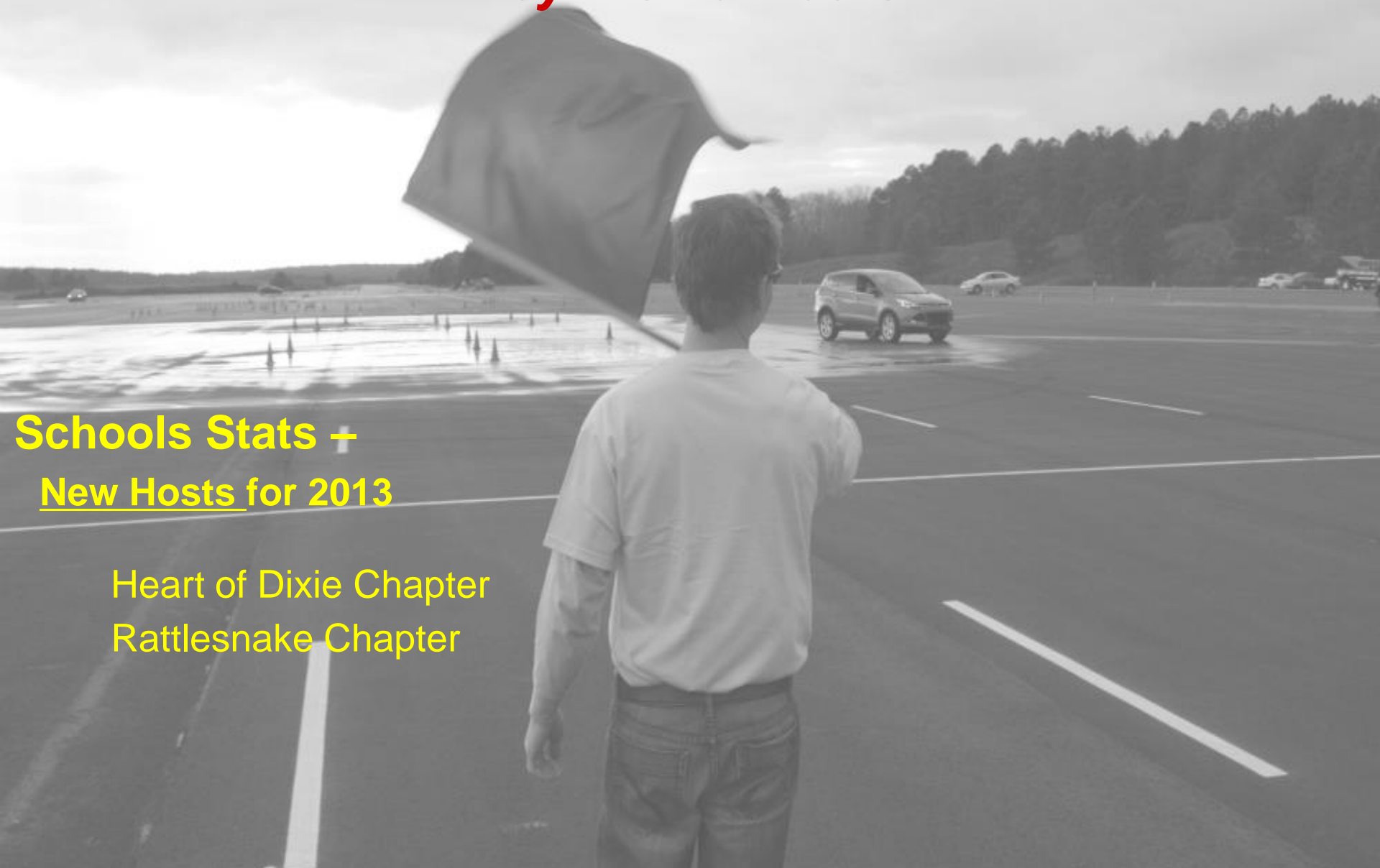
- Student Totals – student total 2,608 (1,953 in '12)

- Sold out – 54 of 101 schools or 54%

2013 Tire Rack Street Survival Schools - *by the numbers*

Schools Stats +
New Hosts for 2013

Heart of Dixie Chapter
Rattlesnake Chapter

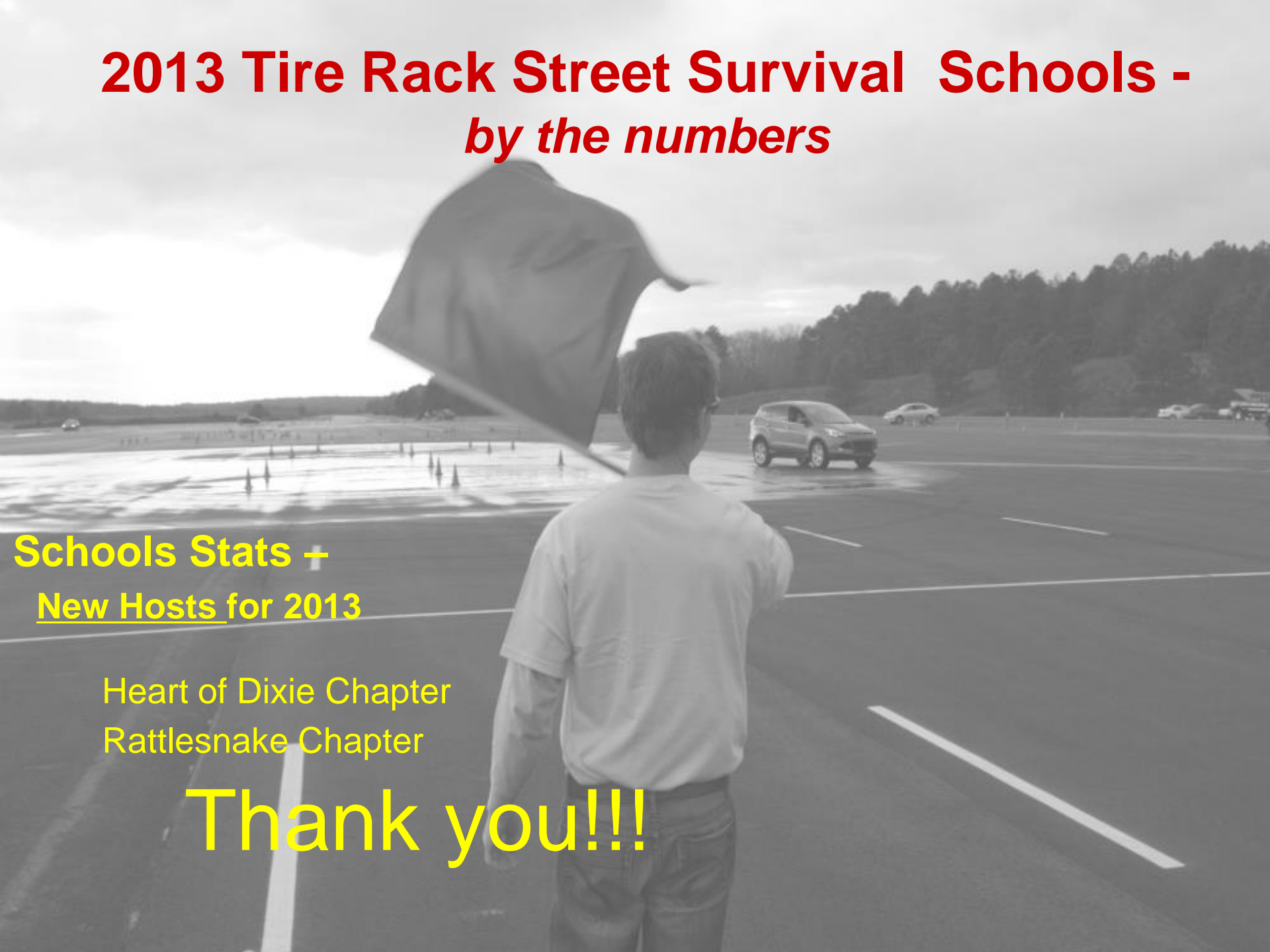


2013 Tire Rack Street Survival Schools - *by the numbers*

Schools Stats +
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Thank you!!!



2013 Tire Rack Street Survival Schools - *by the numbers*

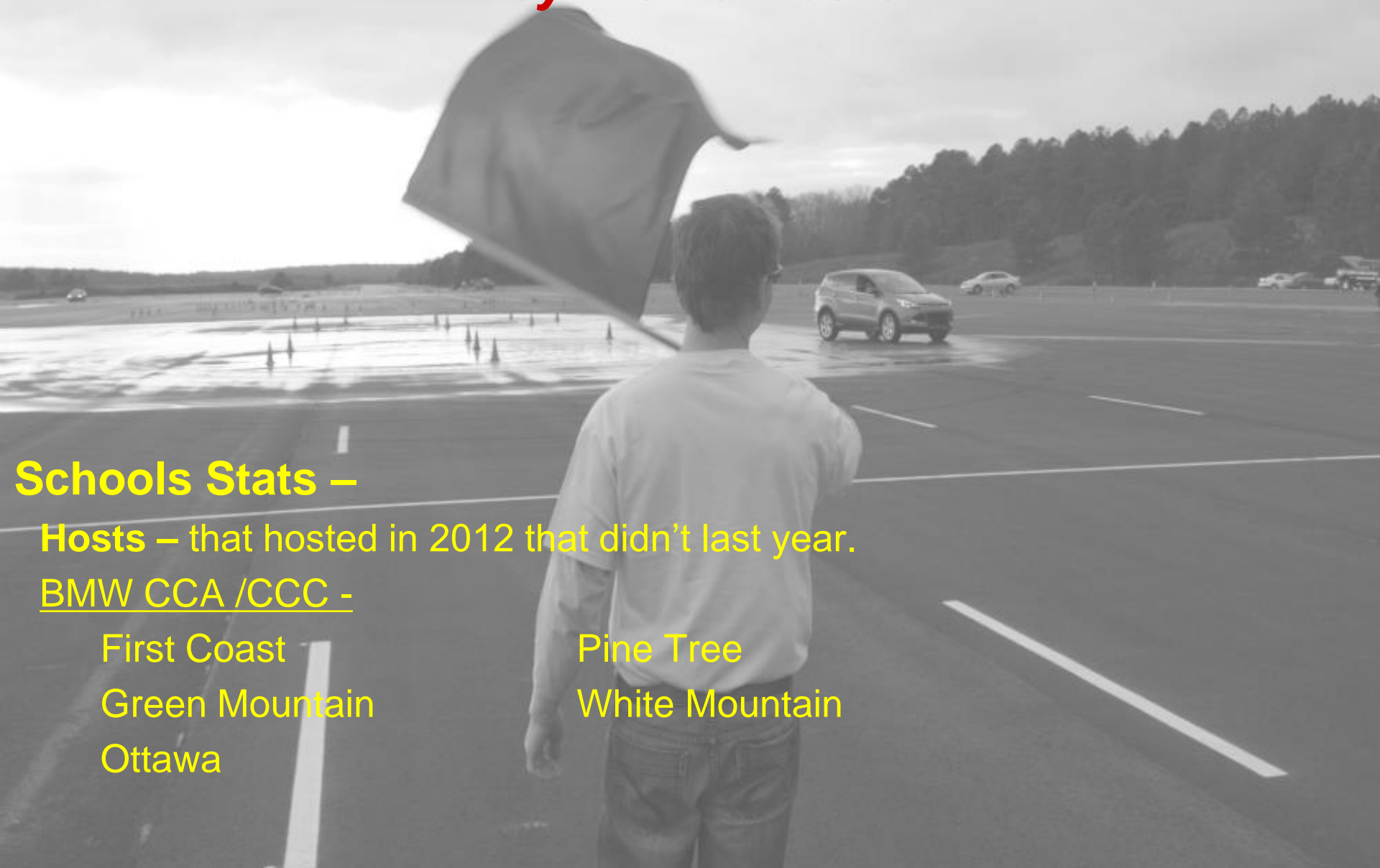
Schools Stats + New Hosts for 2013

Heart of Dixie Chapter
Rattlesnake Chapter

Thank you!!!

But the SCCA had 7 new hosts and the PCA had 4

2013 Tire Rack Street Survival Schools - *by the numbers*



Schools Stats –

Hosts – that hosted in 2012 that didn't last year.

BMW CCA /CCC -

First Coast

Green Mountain

Ottawa

Pine Tree

White Mountain

2013 Tire Rack Street Survival Schools - *by the numbers*

Schools Stats –

Hosts – Chapters that have never hosted.

Allegheny

Great Plains

Gulf Coast

Inland Empire

Mountain State

New Mexico

Northern Ohio

Oregon

Pocono Mountain

Puget Sound Region

Roadrunner

Sunbelt

Sunshine Bimmers

Sonora

Sin City

Tejas

Wasatch

2013 BMW CCA News

Attended 5 Regional Chapter Caucuses

Ofest

- Monterey Car Control Clinic

Michelin location schools

- Laurens, SC – Completed w/ Sandlapper, Spring and Fall
- Tuscaloosa, AL – Completed w/ Heart of Dixie Chapter

Tim Beechuk

- New Assistant Program Manager (SCCA)

Other Clubs News

BMW CCC (Canada) –

- Held 2. (Had 3 last year)

Audi Club of America

- Potomac Chapter (Wash DC) interested in spring school.

National Corvette Museum

- Committed to 2 schools this year at Museum/New Track.
- Tentatively pushing for 2 additional schools away from Museum.

Curriculum / Training

- **New Classroom w/ Ross Bentley**

- Curriculum Charrette completed in South Bend
- Beta tested on 12/3 in Birmingham w/ HoD
- Announced at Summit on 3/1
- Planned launch on 4/1
- Curriculum Facilitators Video Trainer Recorded

- **On-Line Training**

- Roll out continuing w/ all hosts.
- 300 have registered

Other News

- **600th School!** (weekend of 10/26/13, 8 total schools)
- **NCC School filmed for Motorweek Episode (aired in January)**
- **Interview on *Bloomberg Radio* from 2014 North American International Auto Show**

Looking Forward - 2014

110 Schools (per Tire Rack Contract)

55-60 BMW Car Club of America /Canada

45-50 Sports Car Club of America

10-15 Porsche Club of America

2 - 4 Corvette Clubs

1 - 3 Audi Club North America

113-132 Schools – ***We can do it!!***



Looking Forward – 2014

- **Tire Rack Street Survival Summit – March 1st**
 - **Simeone Automotive Museum – Philadelphia**
 - **Webinar Format**

Topics included:

- **Instructors, Volunteers & Event Planning**
- **Site Acquisition**
- **Marketing – Filling Your School with Students**
- **Classroom Training Overview (by Ross Bentley)**
- **Driving Exercises & Safety**



Looking Forward – 2014 cont.

- **SCCA National Convention Charlotte, N.C – March 6,7th**
- **Michelin ‘Premier’ Events (1st at Fontana April 26th)**
 - 4-5 Registrar/Volunteer appreciation events + TRSS Schools
- **LifeSavers Conference – Nashville TN, April 27-29th**



Looking Forward – 2014 cont.

BMW CCA O'Fest – Beaver Creek CO – June 16-21st

Porsche Parade – Monterey CA - June 15-21st

**Minnesota Governors Highway Safety Conference –
August 26-28th (Presenting)**



Looking Forward – 2014 cont.

Creation of “Street Survival - Circle of Excellence”

Reward Long Serving Host Chapters

Reward Dedicated Individuals

Reward All-Star Volunteers Selected By peers



What can you do?

- Last year we had 32 of 67 chapters host
WE NEED MORE!
Fill your school quickly? How about a double weekend?
- The 15 that did host but haven't for a while
PLEASE COME BACK! WE MISS YOU!
- The 17 chapters that haven't ever hosted
WHAT WILL IT TAKE FOR YOU TO JOIN US?!
National support for your 1st school



Current Reimbursable Policy

- All costs up to \$1,500.
+
- Half of the student fees!
+
- \$500 from Michelin for pavement costs.
(even if your pavement doesn't cost)
+
- \$250 from Enterprise for food costs.
(even if your food doesn't cost)



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Questions?



A silver sedan is driving away from the camera on a paved track. The track is lined with numerous orange traffic cones. In the foreground, three cones are visible: two orange and one green. The car has a license plate that reads "59621BC" and a blue "M" sticker. The background shows a line of trees under a clear sky.

Thank You,
Please Drive Safely!