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ATLANTA AUTO SHOW TO FEATURE INTERACTIVE TEEN DRIVER SAFETY EXPO

**The National Road Safety Foundation and Georgia Office of Highway Safety
hosting "Drive Safe Atlanta" expo with drunk and distracted driving simulators,
free info and prizes for teens and parents**

ATLANTA, March 12, 2018 -- Teens are at greatest risk of being in a traffic crash, and crashes remain the leading killer of teens nationally. That risk has been increasing in recent years as cell phones and other technology create more distractions for young drivers.

The Atlanta International Auto Show has partnered with The National Road Safety Foundation (NRSF) and the Georgia Office of Highway Safety (GOHS) to bring something new to the show to help call attention to the risks facing young drivers, as well as adults who drive. For the first time at this year's Auto Show, an array of information, exhibits and interactive activities that focus on teen driving safety will be brought together in a special "Drive Safe Atlanta" safety expo that is open to all and free of charge. In addition to The NRSF and GOHS, teen representatives from the youth safety advocacy group SADD (Students Against Destructive Decisions) will participate with free information and displays targeted to teens.

Special interactive activities will include drunk and distracted driving simulators and a pedal-kart course where participants can drive an obstacle course while wearing special goggles that simulate alcohol or drug impairment. Also, a prize wheel will enable participants to win T-shirts and other prizes.

"Even as today's cars are safer than ever, with many innovations to help avoid crashes and protect occupants, impairment and distracted driving continue to be major factors in crashes resulting in thousands of deaths and tens of thousands of injuries every year," said Shayne Wilson, President of the Metro Atlanta Automobile Dealers Association and Show Manager for the Atlanta International Auto Show. "While we showcase new cars, we also feel a responsibility to educate and encourage safe driving. That's why we invite parents and teens to experience the free Drive Safe Atlanta Expo when they come to visit the Auto Show."

“We are pleased to be at the Atlanta Auto Show to help spread the message to drivers of all ages about the dangers of impaired and distracted driving,” said Harris Blackwood, Director of the Georgia Governor’s Office of Highway Safety. “After decades of declining traffic fatalities nationwide, we’ve seen significant increases over the past two years. We hope that awareness and education through outreach like the Expo at the Auto Show can help reverse the trend.”

The National Road Safety Foundation, Inc. (NRSF) is a 501 (c)(3) non-profit charitable organization that for more than 55 years has been dedicated to reducing crashes, deaths and injuries on our nation’s highways by promoting safe driving habits through greater public awareness.

NRSF produces documentaries, educational programs and public service campaigns for broadcast and for use in safety, educational and enforcement programs by police, teachers, traffic safety agencies, healthcare professionals, youth advocacy groups and other grass-roots related agencies, as well as federal, state and local government agencies. NRSF programs, which are free, deal with distracted driving, speed and aggression, impaired driving, drowsy driving, driver proficiency and pedestrian safety. The Foundation also works with youth advocacy groups and sponsors contests to engage teens in promoting safe driving to their peers and in their communities. For information or to download free programs, visit www.nrsf.org or www.teenlane.org.

About the Atlanta International Auto Show. The 36th Annual Atlanta International Auto Show will return to the Georgia World Congress Center (GWCC) on March 21-25, 2018. It is produced by the Metro Atlanta Automobile Dealers Association (MAADA).

Not only is the Atlanta International Auto Show the largest consumer event held annually at the GWCC, it is also one of the nation’s great auto shows, attracting many of the world’s major automotive manufacturers during its five-day run. There will be more than 500 new and pre-production vehicles on display on the 400,000 square foot show floor.

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