



SAFEKAR TARGETS TEEN-DRIVING DEATHS WITH INNOVATIVE WEBSITE

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ATLANTA, GA — June 16, 2000 — In a bid to put a dent in the nation's horrifying teenage driving statistics, Atlanta-based Because It Takes A Village launches SafeKar.com, the country's first teen-driving program that allows parents to monitor their children's driving directly through the website.

As the death toll rises (motor vehicle accidents are the #1 cause of death among teenagers — a teen dies on our roads every 94 minutes), lawmakers across the land scramble to get stricter laws governing new drivers on the books and worried parents search for solutions that will protect their children. Officials at SafeKar say there is no one solution, but believe that to bring about a change in the statistics, more parental and community involvement is necessary.

The service, which allows vehicles to be monitored while driving anywhere in the United States, is designed not only to curb reckless drivers, but also to help drivers who are merely inexperienced or have difficulty fending off peer pressure. It is the same type of program that has been used for years on trucks and other commercial vehicles. These programs have proven themselves by significantly reducing the number of accidents and traffic citations for those vehicles, and SafeKar fully expects the same results for teen drivers.

Parents are invited to visit the website for free offerings such as tips and advice, parent/teen driving contracts, and statistics. Subscribers to the service use their own private password to access any driving reports on their child called into SafeKar's fully-staffed, 24-hour hotline.

Anyone with questions or comments may visit the website at www.safekar.com, or send an email to info@safekar.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).