



Online Internet Traffic Schools Now Account For More Than Half of All U.S. Traffic School Enrollments

In just a few short years, the internet traffic school phenomeon has transformed the driving course-traffic school industry. What began in 1996, as a small experiment, in response to consumer interest for alternative methods to fulfill court requirements regarding removal of traffic-related violations, internet-based traffic violator programs have flourished.

Los Angeles, ([PRWEB](#)) October 10, 2004 -- In just a few short years, the internet traffic school phenomeon has transformed the driving course-traffic school industry. What began in 1996, as a small experiment, in response to consumer interest for alternative methods to fulfill court requirements regarding removal of traffic-related violations, internet-based traffic violator programs like Internet Traffic School and Driving School Online have flourished.

Terry Haggin, CEO of Internet Traffic School, one of the nation's largest online traffic schools stated, "The interest has been staggering. Well beyond what I ever though it would be when we started way back in 1997. But the business model behind internet schools like ours is unique. Our market consists of motivated consumers because they do not want to sit in an 8 hour course away from home when they have an alternative to do it at home or work or wherever. The vast majority are happy to call us or find us on the web."

Motivated is right because on one hand you have a future of 8 hours plus of boring, dull traffic-related information spent in a cold, unfriendly environment and on the other hand a future of higher insurance payments, driving record penalties and the potential of having license suspensions or in fact losing your right to drive.

"Another unique aspect of this is that we actually have the police officers and the courts working with us. The officers see violations, write tickets and then the court steers our students directly to us. The officers and the courts like people to go internet schools because people learn more. In every internet school, they have to take tests to pass while in a classroom all you have to do is endure the time until it is over."

So who loses in this? Apparently, the in-class schools do.

Their market share has plummeted over the last 6 years, enrollment is down drastically and as a result many traditional schools have simply closed their doors.

Also the losers are the insurance companies. When a student opts to attend an internet-based school, the points are removed from their driving record before the state agency can assess the penalty. If no penalty is assessed, the insurance company never finds out and the rates are not raised.

It is estimated that the increased number of students attending traffic school due to the availability of home study courses, 40% overall is the estimated increase, have put more than \$10,000,000 dollars into the state's budget and on the negative side, cost insurance companies more than \$50,000,000.

According to Mr. Haggin, "That is what I like the most, taking money away from the insurance companies and putting it back into the pockets of people just like me. I get up every morning happy because I am helping someone save money and reduce a little of the stress on their life."



Currently, internet traffic schools are only authorized in a few states, California, Texas and Florida being three but with the runaway success of these programs, it won't be long until every state is on the online driving school bandwagon.

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