Media Contact:

[Spokesperson’s Name]

[Contact Number]

[Email Address]

**Choosing the Right Car Can Protect Teen Drivers**

*AAA [INSERT NAME] offers suggestions for parents*

LOCATION, DATE – Getting a driver’s license is an important milestone for both teens and parents, but the two may have different opinions when it comes to selecting the ideal car. Although “fun” and “stylish” may be key features for teens, AAA [INSERT CLUB] understands that most parents are concerned with safety.

Motor vehicle crashes are the leading cause of death among teens, resulting in thousands of fatalities and many more severe injuries each year. AAA [INSERT CLUB NAME] says concerned parents can help protect their teens, who are statistically the riskiest drivers on the road, by selecting a safe car.

“A teen driver’s safety is a team effort,” said [INSERT SPOKESPERSON OR INSURANCE EXECUTIVE NAME], AAA [INSERT CLUB] insurance spokesperson. “While teens need to understand their responsibilities behind the wheel, parents should understand their roles in ensuring that teens are driving safe vehicles.”

**Teen Car Selection Tips**

* **Steer away from vehicles that encourage reckless driving.** Teen drivers lack road experience. Sports cars – and other high-performance vehicles with a lot of horsepower – may encourage speeding and unsafe driving.
* **Pick a vehicle with the right safety features.** Teens should drive vehicles that offer sufficient protection in case of a crash. New cars are likely to be equipped with the latest safety gear, but if you’re considering an older car, check for features such as anti-lock brakes, air bags and electronic stability control.
* **Don’t let your teen drive an unstable vehicle.** Sport utility vehicles, especially smaller ones, tend to be less stable than cars because of their higher centers of gravity. Rapid steering maneuvers – such as when a driver over-corrects to avoid an obstacle – can cause rollover accidents in less stable vehicles. A car with a lower center of gravity has a better chance of safely managing an emergency situation.

-more-

* **Check safety ratings of vehicles.** Before you buy, check the online safety ratings of the cars you are considering for your teen.

Insurance for teen drivers can be more expensive since young drivers have yet to establish a track record of safe driving. To learn more about your coverage, cost and discount options, call [INSERT CLAIMS NUMBER] to speak to a AAA insurance representative.

[INSERT CLUB BOILERPLATE]

###