



## Moving Driver's Ed Into the 21st Century



PHOTO CAPTION: Drivers Ed Direct utilizes both Toyota Prius and Ford Escape Hybrid SUVs, as well as Internet-based, online courses to train better drivers who are both safer and more environmentally-conscious.

By [Sonia Sarin](#)

### California driver's school makes use of online training and the latest hybrid vehicles

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Although fuel prices keep rising and the ozone layer is diminishing, Americans continue to drive gas guzzling vehicles that account for almost a third of the air pollution in the United States. Eric Creditor and Chris Kramer, co-founders of Drivers Ed Direct, a California driving school that is revolutionizing the drivers' education industry, strive to make a difference and promote environmental responsibility. Their company is the only driver's education program that exclusively uses a fleet of hybrid gas-electric vehicles with near zero emissions.

Drivers Ed Direct has reinvented conventional driver's education by rejecting the current driving school formula: old cars, dimly-lit sterile classrooms, and out-of-touch instructors. Instead, Drivers Ed Direct students drive the newest hybrid models and are highly engaged and educated through interactive technology. Recent studies have proven that internet based driver training is more effective than classroom courses in keeping students engaged. But moreover, by taking students out of the classroom, Kramer and Creditor have created an interactive online course that is paperless. No workbooks to hand out, no sign in sheets, no quiz or test questions to distribute.

One student, Danila Possokhov wrote, "I would like to say thank you to Drivers Ed Direct for offering a great online program to pass driver's education for teens. I have successfully passed the exam and was issued my permit, and now, in a month, I will be obtaining my California driver's license. So once again I would like to thank you for the program, which is both affordable and time-saving; as you are not forced to sit in a classroom for three full days. The course was helpful, very easy to understand, and at the same time interesting. Thanks a lot!!"

Creditor and Kramer employ the most talented instructors in the industry and the latest driver safety curriculum available. They teach teenagers the techniques and responsibilities of driving a car, but they are also committed to promoting the need for our youth to be pro-active in saving the environment by keeping our air clean and our earth greener. They instill the fact that every individual can make a difference, not only by taking drivers training online and behind-the wheel of an electric hybrid car, but also by carpooling to work or school, recycling cans, bottles, paper and other items, using energy efficient light bulbs, recycled paper, and monitoring water usage.

Taking a driver's educating course online has a secondary, but also important environmental effect... parents don't have to drive their teenagers to in-person classes. That means less traffic on the road and less emissions in the atmosphere. The typical driver's education classroom program lasts at least four days, which equals eight trips per student, considering each student is driven to and from a class. This may appear trivial, however miles not driven is proven to effectively reduce emissions.

Melanie Blakeley, a parent expressed how happy she and her husband were with Driver's Ed Direct. Says Blakely, the whole process has been so easy and effective. Jodi has learned a lot... she's getting so much out of the driving time and we're always working the next day on what she has learned. Thank you for your lessons. You have a great program here."

Driving hybrid vehicles makes a difference to the environment. Creditor and Kramer know that by offering training in the Toyota Prius and Ford Escape SUV exclusively, the thousands of miles driven by student drivers is done cleanly and efficiently. Drivers Ed Direct currently offers training in the Toyota Prius and Ford Escape SUV. Every 2005 Prius and 2005 Hybrid Escape sold in the United States is mechanically equipped to meet California's Advanced Technology Partial Zero Emission Vehicles (AT-PZEVs) standards. What does this mean? Drivers Ed Direct vehicles are extremely clean to operate, producing 97 percent less hydrocarbon and oxides of nitrogen emissions than vehicles that meet today's nationwide top emissions standard.

And because safety is a priority, all the electric hybrid vehicles, utilized by Drivers Ed Direct, are fully loaded with safety packages that make this fleet one of the safest in the driving school industry. From vehicle stability control systems to upgraded air bag packages, no corners have been cut. Basic base model vehicles are not an option when it comes to the safety of the driver's education instructors and teen drivers.

Furthermore, Drivers Ed Direct is dedicated to promoting a green office environment. From recycling paper, ink & toner cartridges and plastic products to using recycled paper stock for promotional materials. Drivers Ed Direct's philosophy of protecting the environment extends from the executive level down to the customer service representatives.

Driver's Ed Direct has established an innovative and proactive approach to driver's education, conquering every concern with today's drivers who are faced with new pressures and distractions such as cell phones, PDA's, iPods and navigation systems. Kramer and Creditor understands their teachings must go above and beyond the mandatory DMV requirements to guarantee students learn the skills necessary to drive safely in today's world. Along with an entire fleet of hybrid cars, each car is outfitted with new technologies to give students the hands-on basics of how to drive safely and observe precaution while in company of distracting devices. For example, Drivers Ed Direct instills in their new drivers that pulling over when searching for information or making a phone call is pivotal.

Drivers Ed Direct student, Masha Thomas, said "I think it was really really good. I loved it. Absolutely loved it! Your classes, and your behind the wheel training is excellent. Thx for a great experience."

Driver's Ed Direct is to be commended for being in tune with the importance of driving safely and environmental responsibility, but also for valuing the needs of their students by creating a learning [environment](#) that makes sense.

END STORY