



State Farm® Insurance Automotive Safety Initiatives

State Farm®, the nation's largest automobile insurer, has a long history of supporting and generating good neighbor safety initiatives. The following are State Farm's current safety programs and industry research vehicles.

YOUNG DRIVER RESEARCH INITIATIVE (YDRI)

In January 2007, State Farm and The Children's Hospital of Philadelphia (CHOP) announced a new research collaboration...keeping teens safe in vehicles. Building upon their long-term successful partnership in the child passenger safety field, the two organizations are helping to make a difference "from the car seat to the driver's seat."

NATIONAL TEEN DRIVER SAFETY WEEK (NTDSW)

In 2007, State Farm and The Children's Hospital of Philadelphia® (CHOP) teamed up to promote passage of a congressional resolution designating the third week in October of each year as National Teen Driver Safety Week (NTDSW). NTDSW helps increase awareness of important safe driving issues among teenagers and adults in communities throughout the United States.

PROJECT IGNITION

State Farm has enlisted schools across the country to launch service-learning projects promoting teen driver safety. Each year, 25 projects are funded and 10 finalists are selected to present their projects at The National Service-Learning Conference, where one school earns a \$10,000 State Farm grant to be used for ongoing driver-safety service-learning programs.

STEER CLEAR

An educational safe-driving program administered by State Farm agents that offers young drivers who successfully complete the program possible automobile insurance discounts. The program includes video presentations, safe-driving literature and completion of a log to document driving experiences.

AUTO EXTRICATION & DESIGN FORUM

As auto manufacturers include required safety mechanisms such as front and side air bags in new cars to help keep drivers and passengers safe, vehicle rescue professionals must learn how to avoid these potential hazards, in order to prevent personal injury and extricate crash victims quickly and safely. To address these growing concerns in the field of auto extrication, State Farm has hosted two national forums to educate rescue professionals on new technologies.

VEHICLE RESEARCH FACILITY (VRF)

Founded in 1994, VRF is the only one of its kind in the insurance industry. In this high-tech facility, in-house automotive experts thoroughly examine pre-and-post production vehicles to see how they measure up in the areas of theft prevention, reparability, and safety systems. The team of experts meticulously disassembles dozens of vehicles each year, studying the collective data to identify and analyze crash trends.

MEHARRY-STATE FARM ALLIANCE (MSFA)

In 2002, State Farm and Meharry Medical College established the Meharry-State Farm Alliance to address a critical public health problem: the disparities in seat belt and child seat usage among African Americans. The Alliance received a safety award from the Governor's Highway Safety Association for its life-saving contributions in ensuring safer roads and highways.

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