



DRIVERS



Have you ever tried to
choose a movie with a teenager?



Different generations Different interests, motivations and goals





People born between 1995 and 2010





They are the majority of driving school customers

Hyper cognitive generation

Never seen the world without internet or mobile phones





Teachers examiners Decision-Makers
belong to other generations

Educate evaluate make rules
believing it is best way to Vision Zero

Are we taking generation Z goals and motivations in consideration?





Why?

Because you give them the option





**Why do
drivers
speed?**

Because they can...



Driving is all about **CHOICES**





Driving teacher's and examiners main goal
Help candidates make safe choices

They are forced to use the same model with all candidates
(motivation, limitations, social background, etc)





Should the training process
take in consideration the
specific characteristics of generation Z?

Is it possible to create a
“tailored” process to each candidate?





What are their main characteristics / motivations?
how does it affect the way they behave?





Many do not wish to have a driving license

It is not easy to motivate a student to learn
when it was their parents who forced them to get a driving license





Their lives depend on technology (PC, phone, APP)
Addicted to social media

Hard to focus on theory classes





They use informal language (short words, emojis)

Memorizing road rules from a book
gets them bored and unmotivated





Informal but pragmatic
They do not dream with a 9 to 5 office job
The important thing is to complete a task/goal
Doesn't matter where, when or clothing





They prefer to study from home

Why go to a driving school

If they can obtain any information very quickly?





They do not consider the driving teacher
an important element to learn traffic rules and signs





Driving is all about choices

BEHAVIOUR!





Traffic violations and accidents result from bad choices





How to change Behaviour?

Face-to face group session



Road Safety (7h)

Face to face

Rules and Signs (16 h)

Face to face
Online

HP (5 h)

Face to face

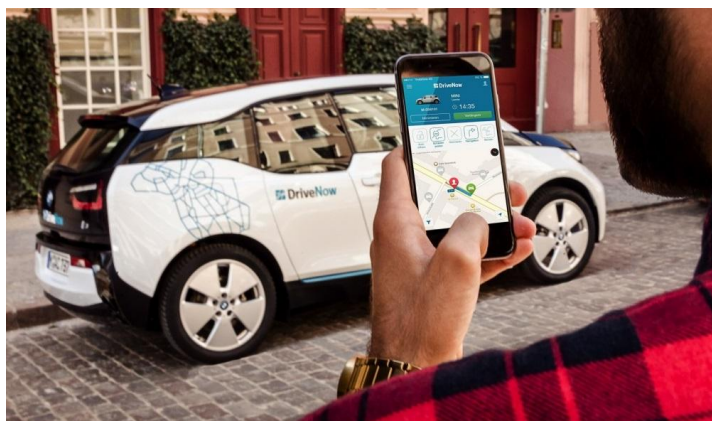
Practical lessons (32 h + 500 kms)



“Rather share than own”

They do not dream to own their own vehicle

UBER
Public transportation
“Mother”
Carsharing
Rent a car



No initial investment
No periodic taxes
No maintenance
No problems with parking
No problems with drinking

We need to prepared them to drive
different vehicles and technological solutions





Many spend hours glued to gaming consoles

They only use their hands (thumbs) to drive

Distorted notion of space, speed and distance

Violent behavior when they lose





Generation Z have their entire lives on their mobile phones
They can't resist checking social media and written messages

A few years ago we were concerned with phone calls
The big problem is text messages





They value vehicles's connectivity
(phone mirrored in dashboard)

Easier to use mobile phone



Convincing them to forget their mobile phone when driving
is almost an impossible mission





This is a fantastic generation!

But preparing them for safe driving
requires a different/challenging training strategy



ALPHA

DRIVERS

