

Create safer, kinder drivers

Don't Drive Like This™

Encourage new and experienced drivers to learn, grow, and avoid road rage through informative visuals, humor, and conversation prompts.

What and when?

Don't Drive Like This, available in Summer 2025, is content for DMVs and public safety departments, private and public driving schools, insurance education teams, and individuals to supplement driver education and remediation programs.

What formats?

It is available as:

- Bulk-purchase paperbacks
- Licenses of print-ready files for an organization to brand and print themselves
- Licenses of print-ready files for posters and handouts

Why?

It's another tool in your box to:

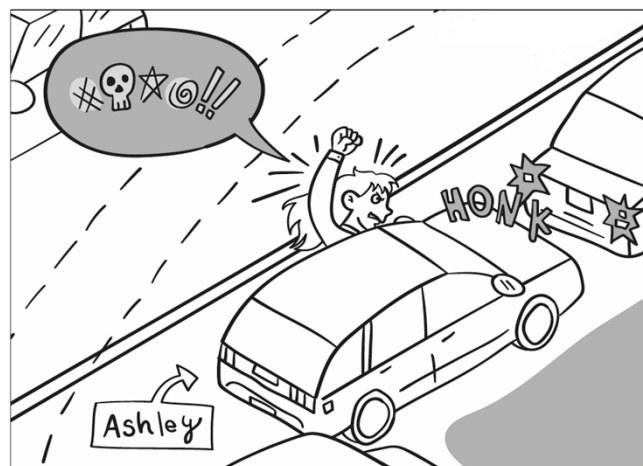
- Reduce road rage to save lives
- Improve driver safety
- Reduce property damage
- Save us all money and stress
- Create better transportation systems and improve lives

Each section contains

- A complex image containing both obvious and implied dangerous or aggressive behaviors
- Thoughtful conversation prompts for individuals to think or write about, or for small groups to explore and discuss
- A funny limerick to help point out the pitfalls of the behavior in that section

An exploration of road rage

- A chapter on why people may exhibit road rage
- A chapter on ways you can avoid becoming an angry driver yourself

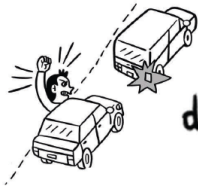


Don't drive like an Ash™

For info and free preview paperback (for qualified organizations) see www.dontdrivelikethis.com

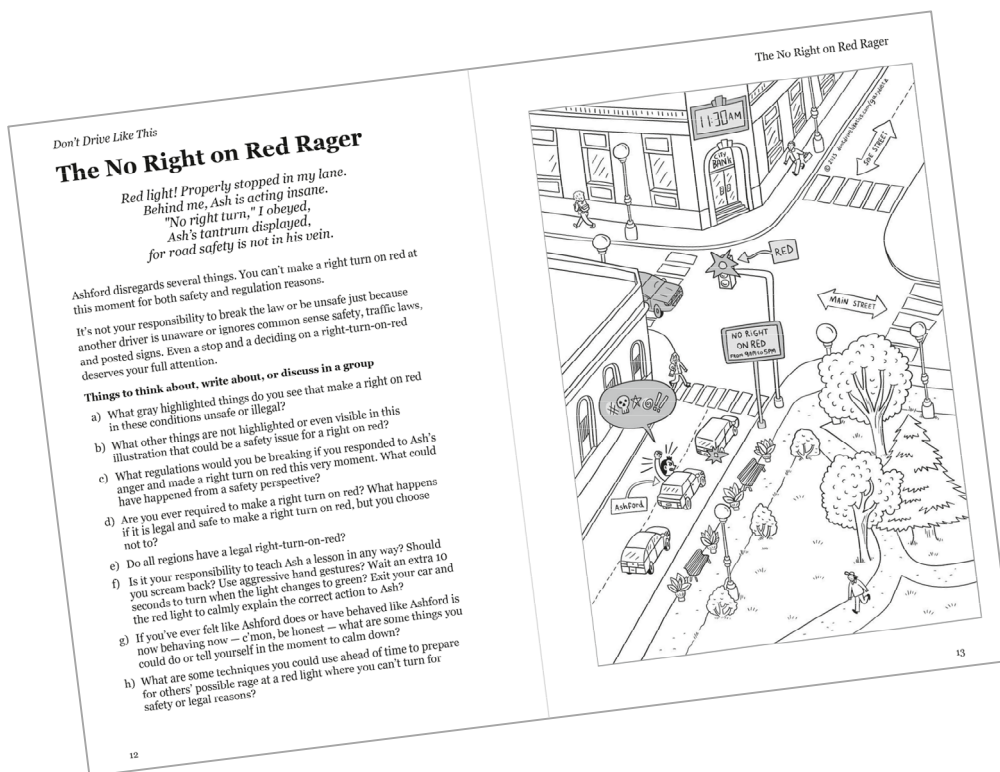
Purchase and license options

- **Paperback books for order from us in bulk** for organizations such as driver's schools.
- **Posters, and other deliveries** (such as mugs, etc.) printed on demand by us.
- **Print-ready digital files for the paperback**, for large organizations to print yourselves (using your branding) via an annual license. Reach out to us to discuss your needs.
- **Print-ready digital files of illustrations** for posters, handouts, and other deliveries, for large organizations to print yourselves via an annual license. Reach out to us to discuss your needs.



dontdriveikethis.com™

Coming in Summer 2025



*Example (draft) "spread"
from the paperback version*

Why humor, detailed visuals, and conversation prompts add to your driver training and remediation mix

- Learners absorb material significantly better with images compared to text alone. Visuals improve learning up to 400%.
- Learners exposed to humorous material recall information better, even weeks or months later, compared to non-humorous content.
- Effective prompts can help learners verbalize their understanding, identify knowledge gaps, and solidify comprehension with peer support.