



October 16, 2017

The Tire Rack Street Survival program celebrated its 1,000th class in the program's 15-year history at the Tire Rack headquarters in South Bend. The actual 1,000<sup>th</sup> school was held on October 1<sup>st</sup> among a trio of schools that day in the cities of Dallas, Portland OR and Indianapolis, but this special event was conceived to help draw media attention, as well as enable all our partners and stakeholders to share in the celebration of this significant milestone with us.

Friday night all invited guests, partners, stakeholders and media were hosted to a delightful celebratory dinner by Matt Edmonds and Sue Blasko of the Tire Rack at the Studebaker Mansion, then the entire team was back doing our uniquely tailored program early Saturday morning in the rain, at the company's own dedicated test track facility for the media and invited guests.

The 12 students arrived and checked-in registration as usual, a little bleary eyed and not really wanting to be there. Most brought at least one parent as enthusiastic observers. There was also the typical collection of hand-me down cars. One student was from the invited Media, a blogger family that has 22 foster children under their care. He drove a car provided by the Tire Rack. Other than the 3 students that had attended before, this was a typical school with a rather esteemed team of in car coaches assembled for the day. Past Volunteer of the Year winners Rich Dunbar and Jaynee Beechuk were among volunteers helping organize the festivities and participating as in car coaches. Everyone was in a new yellow Street Survival polo shirt.

After a morning greeting from Matt, Street Survival Program Director Bill Wade led the classroom work, where the group of students and media learned the important nuances of proper seating, hand position, mirror placement, the use of long distance vision (eye placement) and situational awareness. They were then taught the theory of vehicle weight transfer, the tire contact patch, and the importance of proper tire maintenance and inflation.

In not so friendly weather, the Tire Rack's Woody Rogers controlled the driving exercises outside, including an eye opening demonstration on the function of ABS braking for all students, their parents, media and dignitaries in attendance. A car was panic stopped at 50 mph and its position marked with cones. The same car was then driven directly at the cones and panic stopped again at 50 mph but was able to come to a complete stop next to the 'car', avoiding it by driving *around* it while under full braking. This shows the alternate definition of ABS from Anti-Lock Braking System, to the more important and relevant concept of **Always Brake and Steer**. The fuse controlling the ABS system was then pulled, and the subject vehicle was driven around the course again to reach the same 50mph and then panic stopped directly behind it, but this time while trying to steer around it slid completely thru the cones marking the "parked car". Although the wheels where turned as far to one side as possible, the car slid straight with no control and approximately 20' longer.

Other engaging real world exercises where given for the students to accomplish in their cars in braking, accident avoidance, controlling skids on the skid pad and learning about the effects of weight transfer on the vehicle.

Lunch was then served in the 'overflow' room for media and coaches that had a live video screen from the classroom.



## 1,000<sup>th</sup> School Recap

Additional demonstrations were held with a UPS semi-truck parked and cars were placed around it to simulate highway driving. We have each student get into the cab and close the door to show how little the driver can see because of the truck's huge blind spots. An air bag was also exploded to reinforce what they learn in class about how to hold the steering wheel and keeping your feet off the dashboard.

The afternoon classroom session talked more about the importance of situational awareness. They heard about the challenges of distractions to the driver, like the radio, cell phones for talking, using social media, texting or just the simple case of too many teens in the car. The students heard about what makes a good driver's attitude and they were given a challenge to always try to become a better driver.

More driving awaited the students after the classroom to reinforce what they had heard, and to also practice, developing the all-important muscle memory for these potentially lifesaving skills. This session was cut a little short because of limited late afternoon light, pulling the course workers off the site for safety.

Matt then closed out the session thanking everyone's attendance and participation.

Certificates were handed out and everyone left with smiles on their faces. All participants, parents and Media received a thumb drive with the Student Companion, Parent Companion and the Street Survival fact sheet prepared by the BMW CCA Foundation.

In closing, it is ever so clear that none of this would not be possible without our loyal National sponsors, as well as the stakeholder organizations and their tireless volunteers and coaches who donate their time to this most worthy of causes!

We collectively salute them, one and all as set our sights to 2,000 schools and beyond!

The Tire Rack

BMW Car Club of America

Michelin North America

BMW Clubs Canada

Enterprise

Porsche Car Club of America

BMW North America

Sports Car Club of America



1,000<sup>th</sup> School Recap

In attendance where:

**Tire Rack** – Matt Edmonds, Woody Rogers, Sue Blasko,

**BMW CCA Foundation** – Scott Dishman, Lance White, Bruce Smith, Tim Beechuk, Jaynee Beechuk, Bill Wade

**Sport Car Club of America** – Mike Cobb, Howard Duncan, Linda Duncan, Raleigh Boreen, Velma Boreen, Scott Dobler, Rich Dunbar

**Sport Car Club of America Foundation** – Arnie Coleman

**Porsche Club of America** – Aaron Ambrosino

**Michelin North America** – Johnny Valencia

Media in attendance where:

**YouTube and Social Influencers** - “Crazy Middles” (Foster parents of 22 kids)  
Guys Gab - Men’s interest and lifestyle

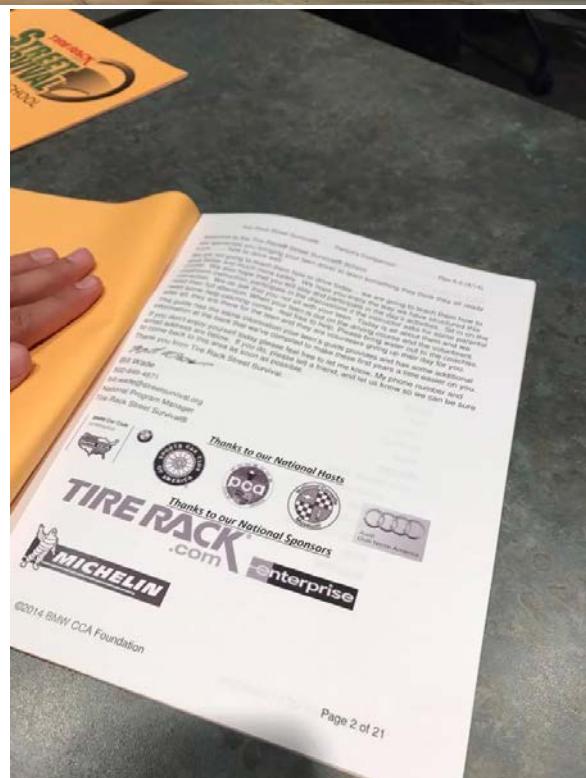
**Print** - Roundel Magazine  
Panorama Magazine  
SportsCar Magazine  
Edmunds  
Automobile Magazine

**Local TV** - WNDU – NBC Affiliate (story at [www.wndu.com/video?vid=450894453](http://www.wndu.com/video?vid=450894453))  
WSBT – CBS Affiliate

Other outlets interested like Road & Track, and Motor Trend that were unable to attend but we are following up with images from the event.



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Because of the significant support of our National Hosts, none of this would be possible without the tireless efforts of their members!

**BMW Car Club  
of America**



**BMW Clubs  
Canada**





1,000<sup>th</sup> School Recap



So as we point to 2,000 schools, we collectively salute our sponsors, one and all!

