

Become a reward partner and fuel young driver safety today!

Our Safe Roads to School year-round initiatives are engaging young drivers across North America through fun challenges that encourage safe driving, whether during the school year or summer break. Together with mission-driven partners and community leaders, we're building a culture of road safety, and your brand can play a vital role in protecting young lives today.



The problem

Vehicle collisions involving young drivers resulting in injuries and fatalities are on the rise

According to NHTSA, vehicle collisions are still a leading cause of death for 15 to 20 year-olds. In 2022 alone, over 1.27 million young drivers were involved in collision in the U.S., resulting in more than 180,000 injuries and 2,034 deaths—highlighting the urgent need for improved road safety among young drivers.

Our solution

Empowering young drivers with skills and confidence through the Safe Roads Challenge—the safe driving app with fun and exciting rewards.

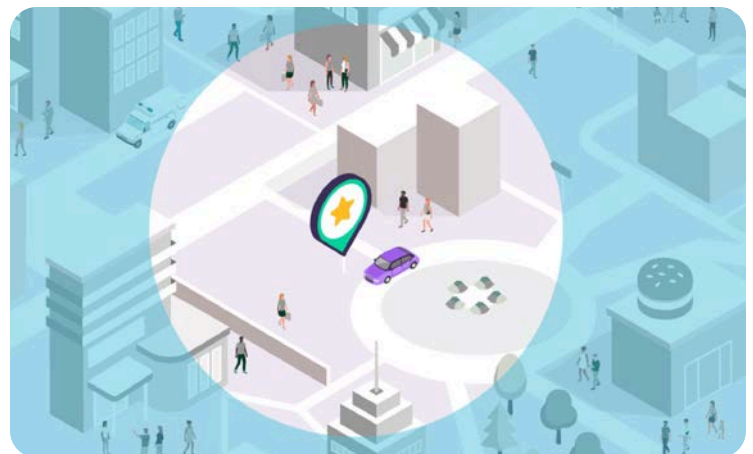
The Safe Roads Challenge app helps young drivers build confidence and safer habits through gamified features like competitions, rewards, scoring, and leaderboards. High-traffic areas become Reward Zones, where safe driving earns rewards—benefiting both drivers and communities. That's where you come in as a reward partner!

Help reward safe driving

Sponsor Reward Zones in your community to promote safe driving

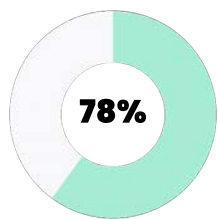
In our app, high-traffic areas have been transformed into Reward Zones with digital pins that drivers activate by passing safely. After their trip, they can collect rewards, making it a win-win for both drivers and the community. That's where you come in as a Reward Zone partner!

As a Reward Zone partner, you're not only showcasing your brand but also helping promote safe driving, especially among new and young drivers, throughout the school year and summer break.

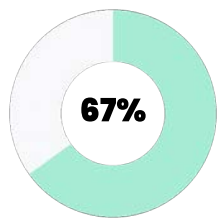


We're serious about building a consistent, upward path of positive social impact.

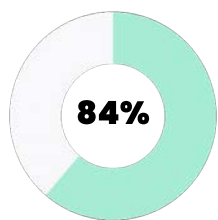
These outcomes show the program's success in preventing collisions, promoting safer communities, and supporting sustainability through better driving habits. **With your sponsorship, we can achieve even greater results each year.**



of our driving community maintained a handling score of 67+ last year, reflecting smoother control, less aggressive driving, and better road safety.



of our driving community maintained a phone score of 67+ last year, indicating focused, alert driving and reduced distractions.



of our driving community maintained a speed score of 67+ last year, reflecting safer speeds and fewer speed-related collisions.

95% 

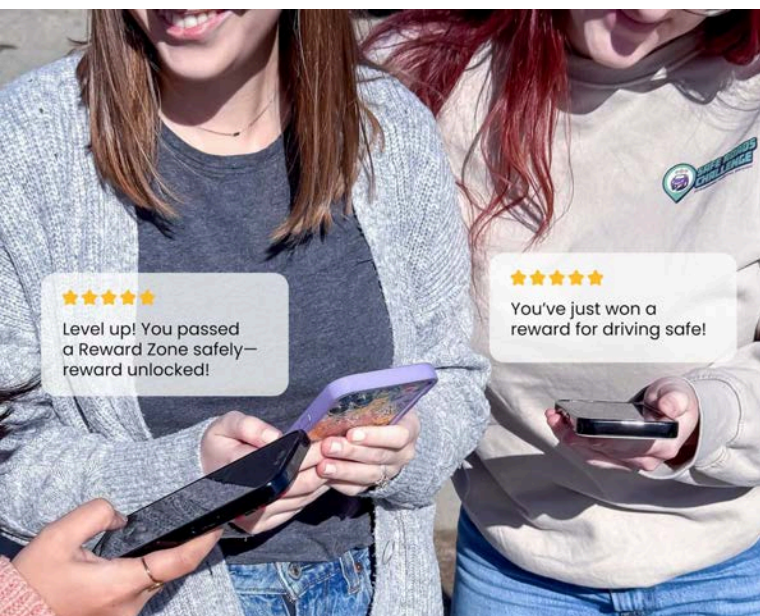
of the respondents in our recent survey reported noticeable to significant improvements in their driving habits.

84% 

of respondents in our recent survey reported noticeable to significant improvements in driving confidence.

84% 

of respondents in our recent survey say they would definitely recommend the app to their friends and family.



Champion road safety and community impact today

Scan the QR code to learn more how you can help make an impact on young drivers and safer roads today.

One action, multiple impacts

The more we reward young drivers, the more motivated they are to drive safely and build life-saving habits.

Rewards are a powerful catalyst for inspiring positive behavior change in young drivers. Make an impact by becoming a sponsor starting at \$25/month or \$300/year. As a School Supporter, a digital pin will be placed in a school zone on the app's Reward Zone Map featuring your logo. When students and teachers drive to and from school safely, they active the reward zone and earn an entry into our app's monthly community skill contest.

SAFERoads50

Use this code at checkout to get an exclusive **50% discount!**

Add your
QR code here