





INDEX

ONLINE COACHING PROGRAM – PRESENTATION	page 3
CARLO ROSSI – OBJECTIVES OF THE ONLINE COURSES	page 4
LIST OF CORPORATE OPTIONS	page 5
POSSIBLE COMBINATIONS of COURSE with the ASSESSMENT	
and the FINAL TEST	page 6
LAYOUT OF THE COURSE	page 7-13
FEEDBACK LETTERS - CLARIANT	page 14
FEEDBACK LETTERS - MICROSOFT	page 15
VODAFONE SURVEY	page 16
IMPROVEMENT PERCENTAGE	page 17-18





ONLINE COACHING PROGRAM - PRESENTATION

Driving Camp, a leader in Safe Driving coaching for 30 years, presents a project for Online Safe Driving Courses: an innovative coaching method using video lessons together with simulations and real situations drawn from our experience on race circuits and in the paddocks.

Unlike practical courses normally provided by Driving Camp, with **Online Coaching** users can follow the Course on the internet at any time, without being limited by times and dates. At an extremely low cost per head, it is possible to obtain great results.

An initial **Assessment** with 40 questions covering 4 driving related topic will be used to define the most suitable type of Course for the user, based on the result obtained. A Specific Assessment is also available with 20 questions on a specific topic chosen from Defensive Driving, Eco Driving and Safe Driving, which addresses the Course on this same topic.

Lessons last for around 3-5 minutes each and deal with the main topics and situations relating to road safety. It is possible to choose between various e-learning solutions (Safe Driving, Defensive/Behaviour, Eco+Care Driving), according to Company requirements.

The Courses are structured starting with a minimum of 4 lessons in the "Excerpts" module, and up to a maximum of 29 lessons for the full module. There is a Test Questionnaire and it is possible to download the Attendance Certificate.

Although this is a very "serious" topic, the language and style of the course are deliberately light-hearted. Lessons are based on the friendly atmosphere created during Practical Driving Camp courses, resulting in beneficial participation by students.



ONLINE COURSES AVAILABLE

Risk assessment

ASSESSMENT : DEFENSIVE / BEHAVIOUR : ECO + CARE DRIVING : SAFE DRIVING : ADVANCED SAFE DRIVING : MIX COURSE ONE and TWO : MIXED COURSES :

Us and others
Save money and respect the environment
The correct driving techniques
To learn more
Compendium
Mini and Complete

(20/40 questions) (12 lessons) (12 lessons) (13 lessons) (14 lessons) (18 lessons) (4 to 29 lessons)







Carlo Rossi was one of the first racing drivers in the world to teach Advanced Driving.

His first lessons to "ordinary" drivers date back to 1982, when he was still racing in the European Formula 2 Championship.



Naturally, over the course of his competitive career he has learnt a considerable amount – practically all of it self-taught, just like any other racing driver at that time – and not without being involved in some racing accidents...

Since then his ambition has been that of passing his experience on to all drivers.

A few years later, in 1986, when he was still a racing driver, he founded Driving Camp, which was the first Academy in the World to deal with Racetrack driving – not for aspiring racing drivers, but rather exclusively dedicated to regular drivers.

We are convinced that thanks to the realisation of this "mission" many people have managed to avoid accidents, including fatal accidents It may appear to be incredible, but through this exceptional Driving Camp method, learning to drive safely is also fun! It may be difficult to believe, but Driving Camp is incredibly proud of its work and is happy to guarantee **"Satisfaction or your money back!"**

Now, after 30 years of Advanced Driving Courses in Southern Europe, we are able to share the exceptional quality that distinguishes our Driving Camp sessions.

In fact, thanks to the web, through these Online Courses we are able to reach an audience of millions of drivers, worldwide.

The **"square and round"** symbol will accompany us in our campaign to improve the driving of our future students.



Tell me and I forget; teach me and I may remember; involve me and I learn. Benjamin Franklin During the Course we will deal with serious topics, however we use the Franklin method, and we do this in an intentionally lively - at times even mischievous - manner, to stimulate the attention of our students.

For the same reason the films in the lessons are spaced using photos and images.

Moreover, there are some interactive quizzes which appear to be really easy, on the other hand...

Remember that when we see a good film we enjoy it in a passive manner. But when we read a good book, we participate so much that the screenplay becomes our own!

This is the aim of our Online courses: to teach important, often vital concepts, in a light-hearted – at times even revolutionary - way, so that they remain at the forefront of a student's mind. Not for the next week, but for the next thirty years.

If we manage to do this we will be happy.





CORPORATE OPTIONS

Each Courses can be set up in 4 different ways:

- 1) WITHOUT TEST (only video-lessons)
- 2) Test after EACH LESSON
- 3) Test at the END OF THE COURSE
- 4) Test with MULTIPLE QUESTIONS for each lesson; only valid for point 2)

Upon request by the Company administrator ("ADMINISTRATOR"), our IT Department will set up the chosen Course with the necessary options. These options are valid for all users. Some options are included, others have an additional cost.

Note: it is also possible to select different set ups for a single group of users (for example different languages).

LIST OF OPTIONS

FREE OPTIONS

Choice of different languages	ITALIAN / ENGLISH / SPANISH / GERMAN / FRENCH Other languages: work in progress
RIGHT / LEFT HAND DRIVE :	choice of the steering wheel position
VERIFICATION TEST : (questions with score)	Test after each lesson Test at the end of the Course
BUTTON CLICK SOUND :	YES / NO
SCORE ON THE CERTIFICATE	YES / NO
HALL OF FAME :	YES / NO
GOLDEN RULES :	10 "Golden Rules" related to the Course (printable)
FREE FRUITION	allows users to logout-login at any time

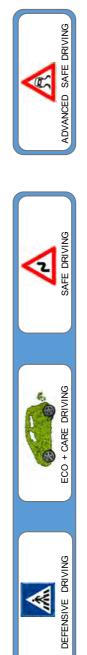
PAYMENT OPTIONS

SPECIFIC ASSESSMENT	evaluates the user's intial driving skills		
FINAL TEST	evaluates the user's improvement after the Course		
COURSE ABSTRACT	a printable booklet wuth the Course highlights		
"PASS THE COURSE" INSURANCE	for those who didn't get the minimum score		
PENALTY for reviewing the lessons	change penalty value (0,0 - 0,1 - 0,2)		
MINIMUM SCORE TO PASS	change minimum score value (6, 7, 8)		
CERTIFICATE TYPE	"Training" / "Incentive" layout		
CERTIFICATE WITH COMPANY LOGO	the logo will be inserted on the Certificate		
"TIMED" COURSE	The user can take 1 or more lessons at a predetermined time interval		
WELCOME PAGE	with Company logo		
COMPANY AUDIO MESSAGE	provided by the Company		
COMPANY VIDEO MESSAGE	provided by the Company		
CUSTOMIZED COURSE	with lessons chosen by the Company		



THERE ARE 4 "BASE" COURSES Drive at Best WHICH CAN BE TAKEN INDIVIDUALLY





The first three can be combined with the Initial Evaluation Test of your current driving skills (ASSESSMENT) and with the FINAL TEST, as follows :

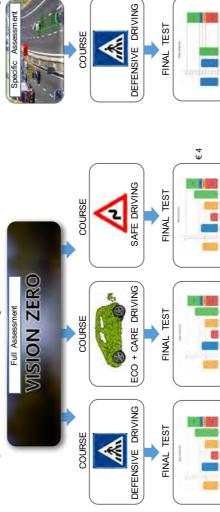
FULL ASSESSMENT / 4 topics with 40 Tests

Evaluates your driving skills on different topics and automatically directs you to one of the 3 courses, based on the result. The FINAL TEST evaluates the user's improvement and the level of learning.

Evaluates your driving skills on a specific topic and automatically directs you to the course on this topic. The FINAL TEST evaluates the user's improvement

/ 2 Topics with 20 Tests

SPECIFIC ASSESSMENT



The ASSESSMENT (both the Full and the Specific Assessment) + the COURSE together make up the "Drive at Best" STUDY PROGRAM. The ASSESSMENT allows "Drive at Best" to determine the user's initial driving level and at the same time discover the areas which could be improved and/or created difficulties.

The COURSE gives recommendations and simulates real situations in order to improve the student's skills. The FINAL TEST, which proposes the same questions given in the ASSESSMENT, will show the student's percent improvement after completing the Course.

Specific Assessment

Assessr

Snerific

and the level of learning.

in in the second

COURSE

COURSE

SAFE DRIVING

ECO + CARE DRIVING

FINAL TEST

FINAL TEST





We will show you how a Drive at Best Course is laid out in the following pages.

To send us feedback or to ask for

PRESENTATION

A brief general presentation and reasons why we decided to provide this Online Course.

START THE COURSE

You can start pressing START THE COURSE. Here you can insert a screen or a corporate video message, explaining the aims and the purposes of the Course.

COURSE STRUCTURE

A screen will appear informing the student which Course set-up has been chosen by the Company.

INSTRUCTIONS - Choice

A screen appears providing the option to view the INSTRUCTIONS. Users can choose not to read the instructions, since browsing is extremely intuitive.

It is also possible to access the instructions at any time by pressing the SOS button.

You can also access the GLOSSARY at any time using the **ABC** button.

assistance you can send an e-mail.























INTRODUCTION

The intentions and objectives of the chosen Course are explained.

These screens are not intended for "Light" versions.

DEFENSIVE/BEHAVIOUR Us and Others

How to prevent risky situations and learn the correct behaviour to adopt in heavy traffic.

<u>ECO + CARE DRIVING</u> Save money and protect the environment

Driving style and maintaining your car allow you to save money while respecting the environment



Learn to put into practice the correct driving techniques to increase car safety.

ADVANCED SAFE DRIVING

To learn more

A further step forward in car control techniques.

REMEMBER THAT...

Some consideration on the risks that we run even when travelling at low speed.













FULL CONCENTRATION

We are about to start. This will be an interesting and beneficial journey.

INITIAL TEST

The first question is structured as an interactive "Riddle". It is a very common and almost trivial topic, but it is far from easy.

It includes two "Wildcard" questions with a double score; there is also a standard question at the end of the lesson.

SIMULATION

The student can select the silhouette that corresponds to the point at which the car will stop.

...It looks easy!...

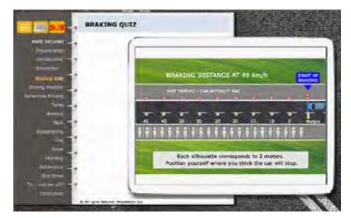
N.B. There is a different riddle for each one of the three courses.

LESSONS

Each lesson lasts for around 3-5 minutes. The Course is "blocked": it is not possible to vary the sequence of the lessons. A student can review a lesson various times. However, when a student moves on to the next lesson it is no longer possible to review the previous lessons.









10 of 19





NOTES – ANSWER THE QUESTION OR REVIEW THE LESSON

At the end of each video, the block-notes provide a summary of the main points dealt with during the lesson. On a tablet there is also a choice of whether to answer the question or to review the lesson.

If users decide to review the lesson there is a penalty of one tenth of a mark (for each time that the lesson is reviewed).





After the first answer (which is the answer scored), users can also select other answers, to satisfy their curiosity.

Each answer has a different score and colour according to how accurate it is.

After the answer you are ready for the next lesson.



ONE OR MORE QUESTIONS

Each Course is available in 2 versions: - **STANDARD** with 1 multiple choice question per lesson (after each lesson or all questions at the end of the Course);

- **PLUS** with 3 multiple choice questions per lesson (only after each lesson).

SCORE AND AVERAGE

A score is shown for each answer as well as the progressive average score as users proceed.

EMOTIONAL VIDEO

In conclusion a video relating to the type of Course taken, which will really make you think...









CONCLUSION + LETTER

Video and letter of "intent" by the Course creator. We remind the student that he/she is now our "Ambassador", **committing to** accept this ambitious mission.

"ACTIVE" DIPLOMA

The final page of the Course is always accessible to the User.

You can access your credentials and view or download the "GOLDEN RULES" of the Course, a SUMMARY OF SCORES and your CERTIFICATE.

You can access the HALL OF FAME, and you can review the most important points in the video-lessons.

The user will also be able to access the SHOP area to purchase other Courses.







STANDARD CERTIFICATE

Following completion of the Course it is possible to download and print the CERTIFICATE.

PERSONALIZED CERTIFICATE

It is possible to personalize the Certificate with the Company logo and/or a photo of the participant.







"10 GOLDEN RULES"

A small but important memo on everything you have learnt. 10 RULES to learn by heart.

HALL OF FAME

A league table is drawn up for each type of Course, including all users who have completed the same Course.

The top 3 ranked users make the podium. Every user has a photo which is submitted with the Registration Form.

If a Company is interested, it may also have an in-house "Hall of Fame" to include only its own users.

"COURSE ABSTRACT" - ONLINE BOOKLET

A booklet is available which summarises the main points of the lessons, together with images from the videos.

It's a useful tool that remains available to students after the Course for a profitable refresh of the lessons.

DAB – DRIVE AT BEST

If you have enjoyed the course and you would like to discover additional Courses (or recommend other friends), you will find a Demo of every available course at the following web address <u>www.driveatbest.com</u>







FEEDBACK LETTERS – CLARIANT SPA

------ Messaggio originale ------Da: Alberto Bigardi <<u>Alberto.Bigardi@cigriant.com></u> Data: 14/12/17 21:08 (GMT+01:00) A: Maria Teresa <<u>mariateresa@drivingcamp.it></u> Cc: Nicoletta <<u>nicoletta@drivingcamp.it></u> Oggetto: R: INVIO 11 CORSI ON LINE - OMAGGIO

Dr. Rossi,

After having viewed the courses and received the first impressions from our colleagues, I would like to send you our feedback:

The course is done really well and you can see that it has been studied in detail by experts and competent people. It expresses an uncommon passion for the subject being "taught" - something that standardization has now eliminated from the online courses that are currently on the market.

The level of detail is striking, but so is the simple and clear language that logically guides one to learn the topics being covered.

The involvement offered by the structure of the course, in addition to conveying important messages and information, pushes the user to want to know more: this opens up a world that inexperienced motorists really only know in a superficial way. The aroused interest and the resulting curiosity brings you to the end of the sessions - which are sometimes pretty challenging - with great satisfaction and amazement, almost to the point of asking "how did we travel all those miles in our daily lives, without knowing the mechanisms behind our conduct on the road". Congratulations on behalf of everyone!

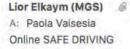
Clariant Prodotti (Italia) S.p.A. Via A. Manzoni, 37 Palazzolo Milanese Paderno Dugnano (Milano) 20030 Italy







FEEDBACK LETTERS – MICROSOFT ISRAEL



14 novembre 2017 21:06 Entrata - paola@drivingcamp.it 🚞

Informazioni nuovo contatto trovate in questa e-mail: Lior Elkaym v-lielka@microsoft.com

agglungi... 🛞

Hello Paola and Carlo. The training I saw and practice is very professional . The explanation are very good and clear. The videos are in hi quality. This training deal with the safety driving aspect I'm sure that it contribute to a safety driving in the organization. In my point of view I also believe in Practical training after this training. Best Regards.

Lior Elkayam Traffic Safety and fleet manager

Office: (+972)-74-7111723 Fax: (+972)-9-9505541 Mobile (+972)-54-5648647





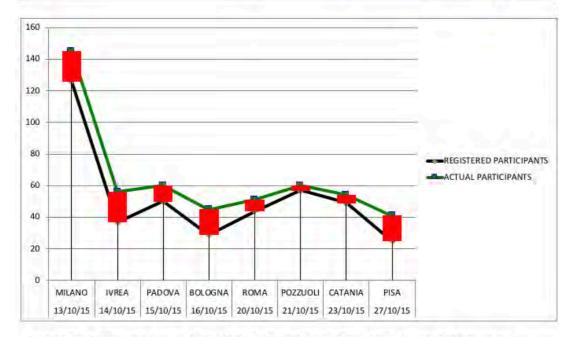


VODAFONE ROAD SAFETY DAYS - SURVEY





SAFE D	RIVING	CAMPAIGN	13-27 OCTOBER 2015		
DATE DOCATION		REGISTERED PARTICIPANTS	ACTUAL PARTICIPANTS		SATISFACTION (from 1 to 10 max)
13/10/15 MILANO		126	145	+15%	8,5
14/10/15 IVREA		37	56	+51%	8,9
15/10/15 PADOVA		50	60	+20%	9,3
16/10/15 BOLOGNA		29	45	+55%	9,5
20/10/15 ROMA		44	51	+15%	9,8
21/10/15 POZZUOLI		57	60	+5%	9,5
23/10/15 CATANIA		49	54	+10%	9,5
27/10/15 PISA		25	41	+64%	9,8
TOTAL		417	512	+23%	9,35



During the Safety Days promoted by VODAFONE, each participant took 3 lessons of the online Courses "Drive at Best". Each group had different lessons.





B1

Niveau de Conduite final

IMPROVEMENT PERCENTAGE (samples)

Summary		Résumé des scores	- 6
Darren M	DriveatBest	Beatrice P	DrivealBes
Assessment	data data terrativa	Assessment	
DRIVING POSITION	6,75	POSITION DE CONDUITE	4.88
SAFE DRIVING 5,38		CONDUITE DEFENSIVE	5,50
AVERAGE SCORE	6,06	SCORE MOYEN GLOBAL	5,19
Course: SAFE DRIVING		Cours: CONDUITE DEFENSIVE	
Patienzala	5 00	Cours: CONDUTTE DEFENSIVE	
Braking quiz Braking quiz	5,00 5,00	Devinette 130 Km/h	20,00
	9,00	Devinette 130 Km/h	9,00
Braking quiz		Devinette 130 Km/h	6,00
Braking quiz Braking quiz	7,00 9,00	Devinette 130 Km/h	6,00
		Distance de sécurité	6,00
The seat The seat	9,00	Distance de sécurité	9.00
	4,00	Distance de sécurité	6,00
The seat	9,00		
The steering wheel	9,00	Le siège	9,00
The steering wheel	6,00	Le siège	6,00
The steering wheel	9,00	Le siège	6,00
Seatbelts and airbags	9,00	Le volant	9,00
Seatbelts and airbags	8,00	Le volant	9,00
Seatbelts and airbags	10,00	Le volant	10,00
Square or round?	6,00	Ceintures et airbags	9,00
Square or round?	9,00	Ceintures et airbags	10,00
Square or round?	4,00	Ceintures et airbags	8.00
The tyres	9,00	Conduite active	9,00
The tyres	7,00	Conduite active	6,00
The tyres	4,00	Conduite active	3.00
Braking	9,00		8,00
Braking	9,00	La pluie	
Braking	8,00	La pluie	9,00
Rain and aquaplaning	7,00	La pluie	5,00
Rain and aquaplaning	7,00	Le brouillard	9,00
Rain and aquaplaning	6,00	Le brouillard	8,00
Centrifugal Force	8,00	Le brouillard	7,00
Centrifugal Force	8,00	La neige	8,00
Centrifugal Force	9,00	La neige	7,00
Grip	10,00	La neige	9,00
Grip	6,00	Alcool et	8,00
Grip	9,00	Alcool et	6.00
Grip	6,00	Alcool et	10.00
A postcard	10,00	Samedi soir	1.2.6.1
A postcard	7,00		9,00
A postcard	8,00	Samedi soir	9,00
The wheel has come a long way	9,00	Samedi soir	8,00
The wheel has come a long way	8,00	Statistiques accidents	3,00
The wheel has come a long way	8,00	Statistiques accidents	5,00
COURSE AVERAGE	7,67	Statistiques accidents	8,00
Final Test		Statistiques accidents SCORE MOYEN DU COURS	9,00 7,92
Topic: "DRIVING POSITION, SAFE DRIV	VING"		1.00
Previous Average score:	6,06	Test Final	
Current Average score:	7,43	Sujet: "POSITION DE CONDUITE, COND	UTTE DEPENSION
Improvement before/after Course	22,6%		
Previous Driving Level:	C1	Score moyen précédent:	5,19
Final Driving level	B1	Score moyen actuel:	7,27
r mai Driving iever	51	Renforcement avant/après Cours	40%
		Niveau de Conduite précédent:	Non Classé





IMPROVEMENT PERCENTAGE (samples)

Summary		Summary	
Nuno G	Drivea Best	Lior E	DriveetBe
Assessment	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Assessment	
	6.26	DRIVING POSITION	5.50
DRIVING POSITION	6,25	SAFE DRIVING	5.25
DEFENSIVE DRIVING	7,38	AVERAGE SCORE	5.38
ECO + CARE DRIVING	6,00		
SAFE DRIVING	6.75		
AVERAGE SCORE	6.59	Course: SAFE DRIVING	
		Braking quiz	11,90
Course: ECO DRIVING		Braking quiz	18,00
We are eco-friendly	5,90	Braking quiz	9,00
We are eco-friendly	8,00	Braking quiz	10,00
We are eco-friendly	8,00	Braking quiz	9.00
		The seat	4.00
We are eco-friendly	9,00	The seat	6.00
The CO2	9,00	The seat	9.00
The CO2	9,00		1.21.1
The CO2	9,00	The steering wheel	9,00
Driving position	9,00	The steering wheel	9,00
Driving position	9,00	The steering wheel	9,00
Driving position	9,00	Seatbelts and airbags	9,00
The car	6,00	Seatbelts and airbags	8,00
The car	8,00	Seatbelts and airbags	10,00
The car	9,00	Square or round?	6,00
What kind of driver are you?	7,00	Square or round?	9,00
What kind of driver are you?	6.00	Square or round?	4.00
What kind of driver are you?	8,00	The tyres	6.00
The expert	9,00	The tyres	9.00
The expert	5,00	The tyres	9.00
The expert	8,00	Braking	9,00
Physics	5,00	Braking	3,00
Physics	8,00	Braking	8.00
Physics	9,00		
	9.00	Rain and aquaplaning	7,00
Tyre pressure		Rain and aquaplaning	8,00
Tyre pressure	8,00	Rain and aquaplaning	10,00
Tyre pressure	6,00	Centrifugal Force	8,00
Round driving	00,6	Centrifugal Force	8,00
Round driving	8,00	Centrifugal Force	9,00
Round driving	8,00	Grip	10,00
The automatic gearbox	6,00	Grip	9,00
The automatic gearbox.	9,00	Grip	9.00
The automatic gearbox	9,00	Grip	6.00
How to use it	8,00	A postcard	10,00
How to use it	10,00	A postcard	7.00
How to use it	8,00	A postcard	8,00
Great savings!	9,00	The wheel has come a long way	9.00
Great savings!	9,00	The wheel has come a long way	5.00
Great savings!	8,00	The wheel has come a long way	8.00
COURSE AVERAGE	8.02	COURSE AVERAGE	8,33
Final Test		Final Test	0.00
Topic: "ECO + CARE DRIVING"		Topic: "DRIVING POSITION, SAFE DRIV	INC
Previous Average score:	6,00		5.38
Current Average score:	7.32	Previous Average score:	
Improvement before/after Course	22%	Current Average score:	7.20
AND AND A DOMESTIC AND	C2	Improvement before/after Course	33,8%
Previous Driving Level:		Previous Driving Level:	Not Classified
Final Driving level	B1	Final Driving level	B1





DO YOU WANT TO IMPROVE YOUR DRIVING?

Visit our website www.driveatbest.com



Say NO to square driving. Say YES to round driving !

The Courses are available in English, German, French, Italian, Spanish and Arabic. During 2018 these will also be available in Chinese, Indonesian, Japanese, Portuguese, Russian and Turkish.