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DCH Auto Group Supports 2015 Global Youth Traffic Safety Month

Auto Retailer and its Dealerships will be working with local high schools and communities to raise awareness about teen safe driving



SOUTH AMBOY, N.J., May 1, 2015 /PRNewswire/ -- DCH Auto Group is calling attention to teen driving safety this May as part of Global Youth Traffic Safety Month (GYTSM). Throughout May, all DCH Auto Group Dealerships in New Jersey, New York, and California will be sponsoring activities to raise awareness about how to keep young drivers safe on our roads and highways.

Throughout the month, each DCH dealership will display the symbolic gray ribbon, the recognized symbol for GYTSM, to show DCH's support for this vital cause.

May is an important time for teens to be focused on driving safety. With prom, graduation, and summer trips just ahead, the potential for traffic-related deaths and injuries that involve young drivers and passengers increases alarmingly. The National Highway Traffic Safety Administration reports that in 2013 close to 2,500 teens were killed in automobile crashes. Of the teens (aged 13-19) that died in passenger vehicle crashes approximately 55% were not wearing a seat belt at the time of the crash. That's why DCH Auto Group and its partners, Students Against Destructive Decisions (SADD) and the National Organizations for Youth Safety (NOYS), and numerous like-minded organizations across the globe are raising awareness all month long to educate teens about safe driving habits.

To kick off this month of awareness in New Jersey, DCH Brunswick Toyota partnered with Edison High School to sponsor a Distracted Driving Summit at the high school campus. Throughout the day, students had the opportunity to take part in activities designed to raise awareness about seat belt usage, texting and driving, and other distractions that can result in tragedy.

On May 8th, all DCH dealerships will participate in a promotion with **teenSMART**[®], an evidence based, scientifically proven program to build crash avoidance skills resulting in fewer crashes with less severe outcomes. The program includes computer-based driving simulations, video based instruction, in-car driving exercises and a certification test. Upon completion of the certification test, participants receive a certificate that can entitle them to a discount on their automobile insurance premiums of up to 20 percent.

From May 12 through 15, DCH Safe Driving Foundation is partnering with Toyota TeenDrive365, SADD and NOYS, sponsoring activities at NJ High Schools, where students will have an opportunity to experience Toyota's state-of-the-art driving simulator. Unlike other simulators, this device is installed in a Toyota Corolla, where you can test your skills behind the wheel of the car as you drive in a virtual space, while operating the controls of an actual vehicle.

Since 2008, DCH Auto Group, in keeping with the company's core values, has focused its charitable giving, local community involvement, and grass roots activism to the cause of teen safe driving. The auto retailer, with 27 car dealerships in New Jersey, New York, and California, formed the DCH Auto Group Charitable Foundation, a 501(c)3 non-profit charity, to further the company's message that distracted driving, especially among new and young drivers, is dangerous and potentially deadly. DCH is also a member of The National Safety Council Coalition on Teen Driving. Through the company's involvement with this Coalition, DCH is working to raise awareness among parents of young drivers about the importance of the graduated driver's license, and the importance of parents playing an active part in their child's driver education.

About DCH Auto Group

Headquartered in South Amboy, NJ, DCH Auto Group comprises 27 auto dealerships in New Jersey, New York, Connecticut and Southern California from Oxnard to San Diego, featuring a full line of new and pre-owned vehicles. The company is dedicated to delivering a superior sales and service experience to its customers and is highly invested in principles for the success of its employees. DCH Auto Group is committed to giving back to the communities in which its dealerships operate and employees and customers live. The company is dedicated to the teen safe driving cause and is a sponsor of Students Against Destructive Decisions (SADD). For more information, please visit www.DCHAuto.com.

About DCH Teen Safe Driving Foundation

The DCH Teen Safe Driving Foundation is dedicated to reducing the number of deaths and injuries resulting from teen related auto crashes – the number one killer of teens – by promoting safe driving through greater awareness, education and advocacy directed to teens and their parents. For more information, please visit www.DCHTSDF.org.

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