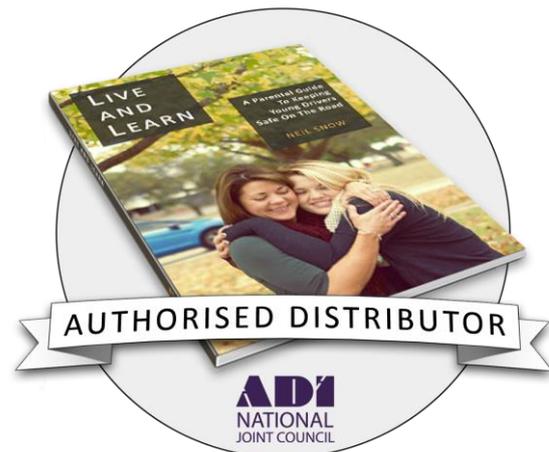


Live and Learn

A Parental Guide To Keeping Young Drivers Safe On The Road

A new book supported by the Approved Driving Instructors National Joint Council (ADINJC).



Did You Know?

- 94% of parents fear for their son or daughter's life when they are out in a car
- Over 400 people a year are killed in young driver crashes
- 1 in 5 new drivers have a recorded crash within 6 months of passing their test

Parental concerns should not be ignored.

Live and Learn supplies parents with research-based options that they can select from in order to reduce young driver crash risk in their families. It includes advice on:

- Adolescent development and crash causation
- The learning to drive process and choosing an instructor
- Choosing a first car and issues of car ownership
- Parental restrictions, insurance, new technology, and more

Live and Learn has been endorsed by road safety and motoring professionals such as Quentin Willson, Heidi Duffy MBE and Lynne Barrie MA, ADI, chairman of the ADINJC.

“Society and politicians have been failing young drivers for far too long and this book shows how we can better cherish and protect learner and novice drivers. Every year 400 lives are lost through young driver accidents which makes this book essential reading for anyone with a social conscience.”

—QUENTIN WILLSON

MOTERING BROADCASTER AND TRANSPORT CAMPAIGNER

Live and Learn currently retails on Amazon priced at £10.99 for a paperback and £7.99 for a Kindle edition. It is also available through the website www.liveandlearn-book.com.

Safety Aim

For *Live and Learn* to achieve its aim of reducing crash risk through increasing parental knowledge and understanding, it is essential that the book reaches its target audience of parents of teenagers.

That's where you come in!

ADIs and Driving Schools

I need you to recommend and pass the book on to parents!

You can do this in a couple of ways:

- Buy a copy of the book from Amazon and keep it in your car. You can then show it to parents and recommend that they buy a copy

Or

- Become an authorised distributor

Either way you will be helping to promote young driver safety whilst showing parents that you have a sincere and practical interest in the wellbeing of their child.

Authorised Distributors

As an authorised distributor you will be able to order bulk copies of *Live and Learn* at a vastly reduced rate, which you can then either sell on or hand out to parents and customers as part of a promotion – whichever you prefer.

As an authorised distributor you are able to:

- Add value to your business
- Demonstrate your passion for young driver safety to current and potential customers
- Make a profit
- Engage with parents
- Promote safe driving for life
- Use the authorised distributor badge on your website and marketing materials
- Have your company name added to the authorised distributor list on the *Live and Learn* website including a web link



Bulk Order Rates and Return on Investment

Return on investment (ROI) and profit are based on the RRP.

Number of Copies	Bulk Price	Price Per Book	ROI	Profit
10	£55	£5.50	45%	£45
25	£125	£5.00	50%	£125
50	£215	£4.30	57%	£285
75	£318	£4.24	58%	£432
100	£420	£4.22	58%	£580
250	£943	£3.78	62%	£1557
500	£1843	£3.69	63%	£3157

Minimum bulk order is 10 copies. The recommended retail price (RRP) is £10 as this gives parents an incentive to buy from you rather than order online. You may charge less if you choose to, sell at the price you paid, or even give the book away, but you must not charge more than the online price of £10.99.

How to Become an Authorised Distributor

Becoming an authorised distributor is simple. Send an email expressing your interest to:

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You can also use this email address for any further questions that you may have.

I will then send you an order form with payment details. Once your first order and payment have been processed you will be added to the authorised distributor list and I will send you a high-quality .png file of the official authorised distributor badge and a paragraph describing the book for your website's visitors.



The ADI National Joint Council is the leading national organisation of its kind. They unite local associations, groups and individual driving instructors and work on their behalf.

www.liveandlearn-book.com