ELEGANT E-LEARNING, INC.

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HISTORY

Founded in 2008, Elegant E-Learning, Inc. is passionate about online education in general and setting high driving standards in particular. Helping learner drivers across the globe is what we do best. Privately held and based in Hamilton, Ontario, Canada, the company runs several popular websites & mobile apps with a global monthly audience of 1+ million unique visitors.
Elegant E-Learning specializes in helping learner drivers across the United States and around the world. Years of knowledge and experience in driver education have been transformed into an online resource library by a team of e-learning experts, resulting in the development of engaging and effective practice tests that are much more interactive and engaging than the standard issue Driver’s Manual. The Elegant E-Learning team prides themselves in being with their users every step of the way - from helping them to get ready and pass their written permit test at the DMV to guiding them through best practices on the road to make sure they are safe on the road.

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WHY PRACTICE?

72% OF ALL DRIVERS FAIL THEIR FIRST DMV PERMIT TEST

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OUR VISION

To provide learner drivers with free online access to high-quality authentic practice tests that are based on the Official DMV driver’s manual for each state. As of 2013, Driving-Tests.org offers 15 practice tests for each state (including the motorcycle practice tests), and, almost 750 practice tests in total.

ELEVATOR PITCH

The Driver’s Manual is dry and boring; often it’s simply not enough to give you the confidence you need to pass your Permit Test.

www.driving-tests.org
QUICK STATS

driving-tests.org

4,500,000+ Tests Taken Since 2010
250,000+ New Practice Tests Taken Monthly
500,000+ Monthly Visitors
26,500+ Daily Visitors
3.48 Average Page Views
10:56 Average Time on Site in Minutes
50% Repeat Visitors

~ NEW TESTS ~
added regularly

TYPES OF TESTS:
15 PRACTICE PERMIT TESTS
50 US STATES
MOTORCYCLE TEST PREP

BENEFITS

REALITY-BASED TESTING:
• State-specific practice permit tests
• Based on each individual state's Official 2013 Driver Handbook
• Uses the same scoring and grading system as the DMV

EFFECTIVE:
• Randomized questions and answers for added variety
• Explanations are provided for every wrong answer
• Helpful hints are available throughout the test

IMMEDIATE FEEDBACK:
• Instant feedback after EVERY question
• Review every single question and each answer
• Marathon Mode: students may practice until they receive 100% on the practice exam!
TEEN DRIVING FACTS

ACCIDENTS HAPPEN

- Teenage drivers account for only 7% of the driving population but are involved in 14% of fatal crashes.
- Motor vehicle crashes are the leading cause of death for teens in the U.S. and cause 35% of all 15 - 20 year old fatalities.
- 16-year-olds have higher crash rates than drivers of any other age.

RISKY BUSINESS

What causes the higher-than-average crash rate for teen drivers?

- Driving inexperience
- Lack of adequate driving skills
- Risk taking
- Poor driving judgement and decision making
- Distraction
- Alcohol consumption
- Excessive driving during high risk hours (11PM - 5AM)

MEET THE PARENTS

- 56% of teenagers rely on their parents to learn how to drive.
- Teens with involved parents are 2x more likely to wear seat belts.

DISTRACTED DRIVING

...Texting

- Teens who text while driving are 23x more likely to crash.
- Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds, the equivalent-at 55 mph-of driving the length of an entire football field, blind.

...Talking on a Cell Phone

- Doubles the likelihood of an accident
- Reduces driving-related brain activity by 37%
- Slows a teenagers reaction time down to that of a 70-year old

WRONG PLACE, WRONG TIME

- CA, FL and TX have the highest rate of young driver fatalities
- July 4 has more automobile accidents than any other day
- 40% of teen auto fatalities occur between 9 p.m. and 6 a.m.