



Virtual Driver Interactive Celebrates Customer's Success

Takata was honored by the Michigan Governor's Traffic Safety Advisor Commission in recognition of its outstanding contribution to traffic safety

El Dorado Hills, CA – May 20, 2009 – Virtual Driver Interactive (VDI), provider of driver improvement simulation systems for corporations, schools, and communities was chosen by Takata to provide a key component to its Safe Driver program developed by Takata Product Engineer, Amy Klinkenberger.

In an effort to help teens develop safe, sensible driving habits, Klinkenberger created the Takata Safe Driver Program. The program includes modules on defensive driving, driving distractions, proper speed control, reaction to emergency situations and other safe driving topics. Since its inception in 2008, more than 1,500 Michigan teenagers have participated in the program.

In March 2009, Takata's Safe Driver program was honored by the Michigan Governor's Traffic Safety Advisory Commission for its outstanding contribution to traffic safety. "Launching the Safe Driver Program has been an extremely gratifying experience," said Amy Klinkenberger, Takata Product Engineer. "While the program itself has undoubtedly raised Takata's awareness in our community and in the press, the opportunity to teach safe driving skills to new drivers is priceless."

Ms. Klinkenberger adds, "VDI's virtual trainer played a key role in the success of our program. Its ability to give the kids an opportunity to experience dangerous situations without the risk of injury is an important element of our success."

About Virtual Driver Interactive

VDI provides virtual driver training to corporations and public education facilities across the country. VDI's curriculum and simulation systems teach the proven in-car driving techniques and well-established defensive driving techniques. VDI currently offers two driver training programs: StreetReady, designed for novice drivers, and Virtual Defensive Driving Course (VDDC) for more experienced drivers.

About Takata

Takata (www.takata.com) is a leading global automotive safety supplier and the #1 seat belt producer in the world with over 70 years of safety innovation. Driven by its dedication to save human life, Takata is renowned within the safety industry for its forward thinking. Takata's dream is that someday there will be zero victims due to traffic accidents and the day will come when "TAKATA" becomes synonymous with "safety".

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