



## Virtual Driver Interactive Releases *One Simple Decision*<sup>®</sup> Focused on the “Consequences” of Drugged Driving

*States voting to legalize recreational and medicinal use of marijuana must warn about dangers of operating a motor vehicle*

**El Dorado Hills, CA.—November 2, 2016**—Virtual Driver Interactive, Inc. (VDI), the leading provider of simulation-based driver training solutions for commercial and education applications, announced their newest release of *One Simple Decision*, consequence-based distracted and impaired driving deterrent program, focusing on the use of over-the-counter medications, prescription drugs, and illegal drugs and their effects on driving.

With at least 20 states considering marijuana legalization this year, there are serious concerns about the increased potential for drug-impaired driving. When you combine teens’ inexperience driving with the use of drugs that effect cognitive and motor abilities, the results can be tragic. In fact, in May 2016, AAA Foundation for Traffic Safety reported that the percentage of drivers involved in fatal crashes who recently used marijuana **more than doubled** in Washington after the state legalized the drug.

Driving simulators equipped with the *One Simple Decision* program emphasize the consequences associated with drugged driving and how they affect driver safety by impairing vehicle control and judgment. Through the combination of driving simulation, interactive quizzes, intense interactions and first-person consequences videos with real officers, judges and doctors, drivers are immersed in a gut wrenching personal experience that results from “One Simple Decision” they chose to make when driving. The simulation experience was created with the direct participation of law enforcement, judicial and trauma personnel highlighting the risks of driving impaired by alcohol, fatigue or legal/illegal drugs. The program not only scores driving infractions but also focuses on the actual legal, physical and psychological costs associated with impaired driving.

The resulting outcome of *One Simple Decision*’s unique first-hand experience provides a powerful reference for future decision making, ultimately modifying future driving behaviors. In fact, survey results to date **prove that *One Simple Decision* is effective in changing the behavior of teens**: Seventy-one (71%) percent stated that the consequences of driving impaired were worse or much worse than they originally thought.

*“It’s as close to real life as you can get without putting someone in harm’s way,” said Todd Emanuel, Mayo Clinic Emergency Services.*

Industry-leading hospitals, insurance agencies, law enforcement, non profits, schools and more are already using *One Simple Decision*: Children’s Hospital of Pittsburg, Illinois State Police, Mayo Clinic, AAA, Florida Department of Highway Safety, New Jersey Manufacturer’s, US Air Force, US Army, Maine Bureau of Highway Safety, and more.

*“Drugged driving is on the rise and will inevitably increase with marijuana legalization,” said Bob Davis, CEO and founder of VDI. “Our rapidly growing customer base shows there is a real need for solutions in preventing further injuries due to drug impaired driving and we are proud that VDI is helping provide that answer.”*

Additional *One Simple Decision* customer success stories can be found by visiting the company's website at [www.driverinteractive.com](http://www.driverinteractive.com). To **watch a demonstration**, click [here](#).

### **About Virtual Driver Interactive**

Virtual Driver Interactive (VDI) is well known in the simulation industry for its vision of innovative simulation-based training. From training experienced corporate fleets to new teen drivers, VDI delivers effective training. VDI offers highly portable, affordable and effective solutions. Titles include **Virtual HD**<sup>®</sup> (Virtual Hazard Detection), designed specifically for corporate fleets; **One Simple Decision**<sup>®</sup>, a deterrent to distracted or impaired driving; **Virtual DE**<sup>™</sup> (Virtual Driving Essentials), a driver training and assessment program teaching critical skills; and **Boating Skills VT**<sup>™</sup> (Boating Skills Virtual Trainer), industry's leading simulation-based boating safety program. VDI is a privately-held company headquartered in El Dorado Hills, California. For more information about VDI's innovative interactive simulation driver training solutions, please visit [www.driverinteractive.com](http://www.driverinteractive.com).

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