

VOLUME 3 • JULY 2026

THE ROAD AHEAD

News, Insights & Tips for America's Driving Schools



INSIDE THIS ISSUE

- ✓ **The 100 Deadliest Days:** helping teens make safer summer choices
- ✓ **Summer-to-school-year safety:** what instructors can reinforce now
- ✓ Regional **road risks** + key **national safety dates**

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The **100 Deadliest Days**

Helping Teens Make Safer Summer Choices



Summer gives teens more freedom, more trips, and more time behind the wheel. **That makes July one of the most important months of the year to reinforce safe decision-making.**

Often called the **100 Deadliest Days**, the period from late spring through summer is when **over 30%** of teen crash fatalities nationwide occur. With school out, teens may be driving more often, driving later, traveling with friends, or navigating unfamiliar roads.

What to reinforce this summer

- ✔ Put the phone away before the car moves
- ✔ Follow posted speed limits
- ✔ Limit passengers and distractions
- ✔ Buckle up on every trip
- ✔ Plan ahead for a sober ride
- ✔ Get enough rest before driving



Driving schools can turn summer risk into **teachable moments** by connecting safety habits to real-life driving decisions.

[Read More >](#)

From Summer Freedom to School-Year Readiness

What instructors can reinforce now



By July, many teens are balancing jobs, sports, vacations, and social plans. By August and September, many of those same students will be driving to school, activities, work, and evening events.

That makes late summer a powerful transition point for driver education. Strong habits built now can carry into the school year.

Lesson prompts for students

- ✔ What driving situations feel most distracting for you?
- ✔ How would you handle a passenger who wants you to speed?
- ✔ What is your plan if you are tired or running late?
- ✔ Where do you put your phone before starting the car?
- ✔ What routes will you drive most once school starts?



Parent Connection

Consider sending a simple parent-teen driving agreement before school begins. Include expectations around seat belts, speed, passengers, phones, curfews, and safe rides home.

INDUSTRY *INSIGHTS*

Regional Road Risks, National Safety Lessons



Northeast + Midwest Region

Summer construction, storms, rural roads, and weekend travel can create sudden change in traffic patterns. Remind students to increase following distance and slow down when visibility changes.



South + Southeast Region

Heat, heavy rain, tourist traffic, and longer travel distances can affect focus and patience. Reinforce vehicle readiness, hydration, and calm decision-making.



West + Mountain Region

Long rural routes, high-speed roads, wildfire smoke, sun glare, and steep grades can challenge new drivers. Practice scanning ahead and managing speed.



Urban + Coastal Region

Congestion, pedestrians, cyclists, buses, and rideshare activity can make driving more complex. Reinforce mirror checks, speed control, and staying calm in traffic.



No matter the region, the core message is the same: safe driving depends on attention, judgment, and preparation.



Speeding by the Numbers

Why NHTSA’s Speeding Slows You Down campaign matters this summer



11,288
fatalities

speeding-related crashes in
2024.



29%

share of all traffic fatalities in
2024 that were speeding-
related.



87%

of speeding-related fatalities
occurred on non-interstate
roadways.



37%

of all motorcycle riders involved
in fatal crashes in 2024 were
speeding.



56%

of motorcycle riders ages 15-20
involved in fatal crashes were
speeding.



39% / 20%

of male drivers / of female drivers
ages 15-20 involved in fatal
crashes in 2024 were speeding;the
highest among age groups.



How schools can use this

- ✓ Reinforce the impact of speed choices on local roads.
- ✓ Connect summer freedom to real risk.
- ✓ Use NHTSA materials during July outreach.

Source: NHTSA Traffic Safety Marketing - [Speeding Slows You Down](#)

National Safety Calendar

NHTSA campaigns schools can plan around



July 4

Fourth of July: impaired-driving and drug-impaired-driving reminders.



July 6–31

Speed Campaign:
Speeding Slows You Down.



August 19–September 7

**Drive Sober or Get Pulled Over /
Ride Sober or Get Pulled Over.**



September 20–26

Child Passenger Safety Week



September 26

National Seat Check Saturday.



October 18–24

Teen Driver Safety Week.



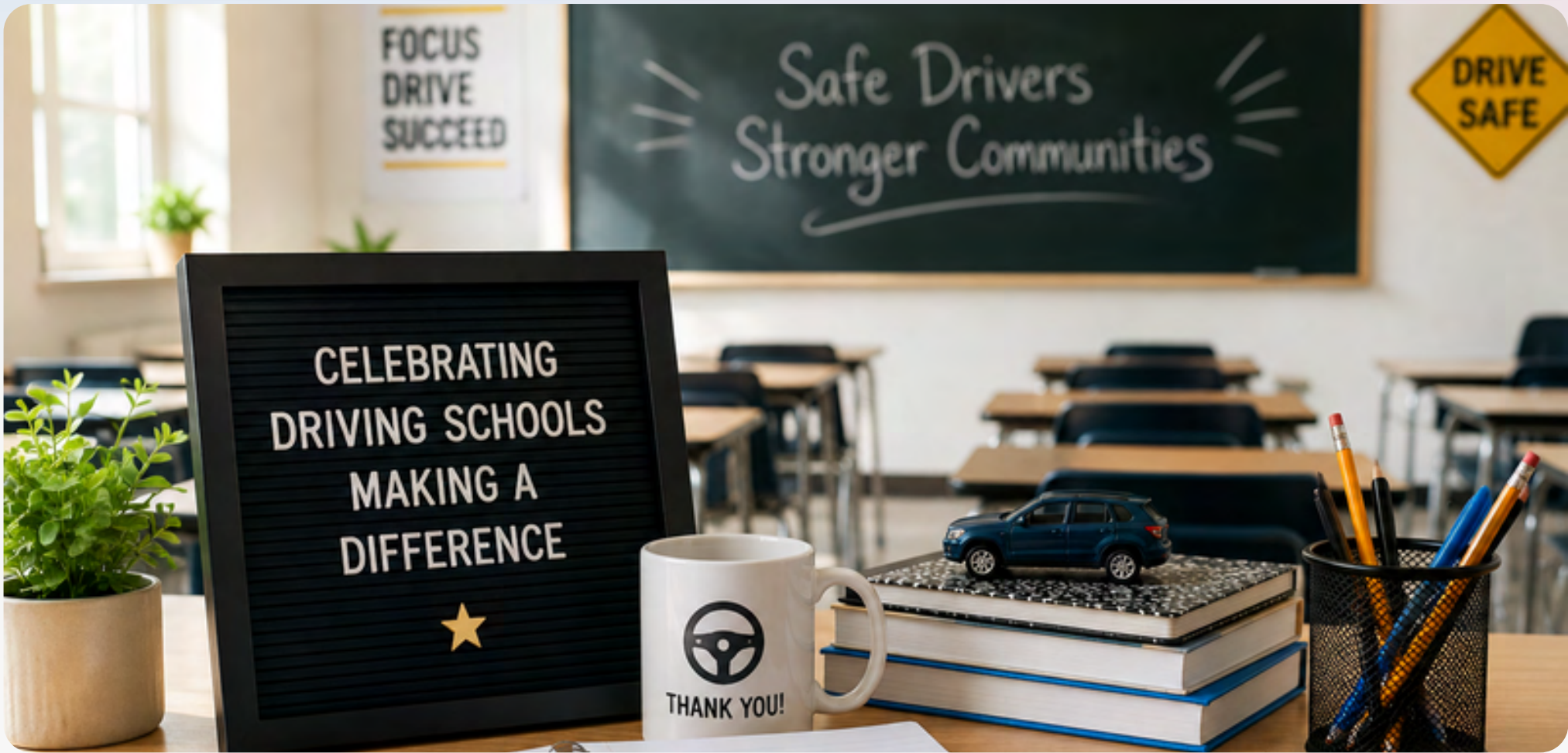
**Useful for social posts, classroom reminders, and
parent outreach.**

[Reference:](#) NHTSA Traffic Safety Marketing communication calendars and campaign pages_

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School *Spotlight*

Share What’s Working at Your Driving School



Across the country, driving schools are helping teens build safer habits during one of the busiest times of the year for new drivers.

This quarter, we’re inviting schools to share the strategies, reminders, and community ideas that are making a difference with students and families.

What could be featured:

- ✔ A back-to-school campaign
- ✔ A parent-teen driving agreement
- ✔ A student success story or instructor tip
- ✔ A community partnership or local safety event



Want to be featured?

Send us a short note about what your school is doing, along with a photo if available.



Share your spotlight idea: support@drivespace.com

Future issues of The Road Ahead may feature selected schools, instructors, students, and safety initiatives from across the country.

Help Shape Future Issues of The Road Ahead

This newsletter was created to support driver education nationwide, and we want it to reflect what matters most to you.

We'd love to hear what topics you're interested in learning more about, including:

- Instructor strategies & teaching techniques
- Student confidence and readiness
- Parent communication
- Industry trends & compliance updates
- Business operations and sustainability



Share your ideas with us:
support@drivespace.com

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