VOLUME 4 • OCTOBER 2026

THE ROAD AHEAD

News, Insights & Tips for America's Driving Schools



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- **Teen Driver Safety Week:** turning awareness into action
- **Fall driving readiness:** helping teens adjust to changing conditions
- **Holiday safety campaigns:** seat belts, sober driving, and winter reminders

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Teen Driver Safety Week

Turning Awareness Into Action



Teen Driver Safety Week is a national reminder to talk with teens about safe driving habits that last a lifetime. It's a chance for families, schools, and communities to come together and keep teen safety on the road a priority.

As teens gain more independence, it's important to reinforce the real risks they face, including distraction, speed, passengers, seat belts, and impaired driving. Open, honest conversations today can help them make safer choices tomorrow.

What to reinforce this fall

- Start the conversation early
- Put phones away before driving
- Buckle up on every trip
- Set limits on passengers
- Slow down and follow posted speeds
- Plan ahead for safe rides home

Read the Full Article ›

Driving schools can use Teen Driver Safety Week to spark practical conversations with students and families.

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Industry Insights

Different Regions. Different Conditions. Same Safe Habits.



Northeast + Midwest Region

Shorter daylight, rain, wet leaves, fog and eventually freezing temperatures can reduce visibility and traction. Reinforce following distance, speed management, and preparing for changing conditions.

South + Southeast Region

Heavy rain, flooding, warm temperatures, hurricane-season impacts, and busy travel corridors may remain concerns well into fall. Reinforce visibility, avoiding flooded roadways, vehicle readiness, and adjusting speed to conditions.





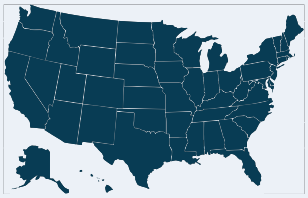
West + Mountain Region

Drivers may encounter wildfire smoke, sun glare, steep grades, rapidly changing mountain weather, or early snow at higher elevations. Reinforce scanning ahead, maintaining control on grades, and checking conditions before longer trips.

Urban + Coastal Region

School traffic, pedestrians, cyclists, public transportation, congestion, tourism, and seasonal events can increase roadway complexity. Reinforce intersection awareness, lower speeds, mirror checks, and patience.





No matter the region, the lesson is the same: teach students to recognize changing conditions, adjust their driving, and make safe decisions before a situation becomes an emergency.

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Fall Driving Readiness

Changing Seasons Bring New Challenges



As the seasons change, so do the conditions on the road. Shorter daylight hours, cooler temperatures, wet leaves, and increased school traffic can all create new risks for teen drivers. It's a great time to reinforce safe driving habits and help students prepare for what's ahead.

Common Fall Driving Challenges

- Wet leaves and reduced traction
- Rain, fog, and changing weather
- Shorter daylight hours
- Increased school and activity traffic
- More wildlife on the roads
- Drowsy driving as schedules get busier

Tips for a Safer Fall

- Slow down in wet conditions
- Increase following distance
- Stay alert, especially during early morning and evening drives
- Watch for pedestrians, cyclists, and school buses
- Plan ahead and give yourself extra time

Parent Connection

Fall is a good time to revisit driving expectations at home. Talk with your teen about earlier sunsets, changing weather, busier school schedules, and the importance of leaving extra time so they don't feel rushed behind the wheel.

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Marketing Tips

That Don't Require a Website Redesign

Many driving schools assume they need a brand-new website to attract more students. In reality, some of the most effective marketing stratgies require very little time or money. Small, consistent efforts can help more local families discover your school and build confidence in choosing you.

Encourage Students to Leave Google Reviews

Positive reviews help your school rank higher in local search results and provide social proof for parents. Make it part of your graduation process by asking satisfied students (or parents) to leave a review after they complete your program.

Keep Your Google Business Profile Updated

Your Google Business Profile is often the first impression families have of your school. Add photos, verify contact information and share updates.

Stay Consistent on Social Media

You don't need to post every day. One post a week can help keep your school visible to local families. Share student success stories, safe driving tips, reminders, or upcoming classes.

Share Your Community Involvement

Whether you sponsor a local event, participate in a parade or support a local nonprofit. Share it. It helps families get to know the people behind your business and that you are invested in your community.

Encourage Word of Mouth Referrals

Your current and former students are one of your best resources. A simple reminder, QR code, or social medial post can encourage referrals from families who already know and trust your school.

Marketing doesn't have to be complicated. Consistently doing the small things can have a big impact over time.



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National Safety Calendar

Key Dates for October - December

OCT 18–24

National Teen Driver Safety Week

A national campaign to raise awareness about the risks teen drivers face and the importance of safe driving habits.

OCT 19–23

National School Bus Safety Week

A reminder to slow down, stay alert, and keep students safe on and around school buses.

OCT 31

Halloween

Impaired-driving prevention message:
"Buzzed Driving is Drunk Driving."

NOV

Thanksgiving

A time to remind everyone to drive sober and buckle up.
"Drive Sober or Get Pulled Over."

DEC

Winter Holidays

Celebrate safely. Plan ahead for a sober ride and remind drivers to buckle up.



Find campaign resources, graphics, and more at:
trafficsafetymarketing.gov

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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.

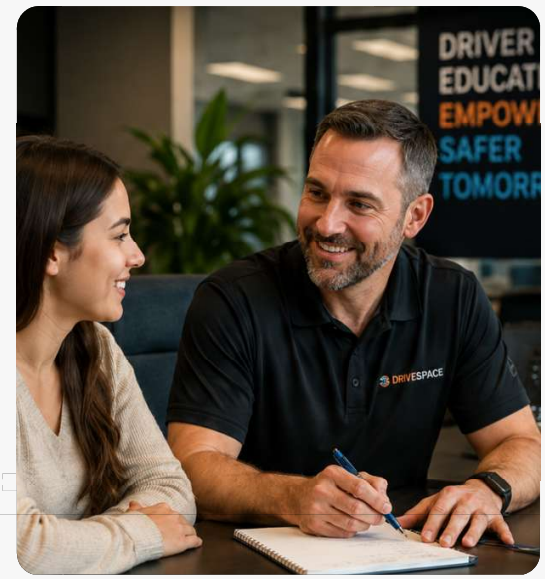
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Help Shape Future Issues of The Road Ahead

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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