



→ Your car is a masterpiece

Perfected over countless hours by numerous automotive designers, mechanical engineers, and professional drivers. This is no ordinary vehicle. This is a sophisticated, high-performance, technologically advanced machine that begs for a pilot of the same caliber.

So take the wheel and master the power and potential of your car with Driving Concepts. A professionally run organization, offering affordable, high-performance driving instruction to enthusiasts, from novice to advanced. Our programs are personalized. Our instructors are experts. Our principals have raced professionally and deliver a combined resume of 90 years driving instruction experience, including private instruction to car companies, tire companies, major corporations, and most major car clubs in America.

*"We spent a lot of time talking about the mental aspects of driving **fast**."*

Sam Bhaumik, San Francisco

→ Driving Concepts Programs

- Teen Car Control Clinic
- High-Performance Driving School
- Racing School
- Corporate Programs

For novice drivers to experienced enthusiasts and companies looking for a unique way to reward and train their employees and recognize their customers.

Driving Concepts is ready to help you master the power and potential of your car. Visit our web site for the schedule of upcoming events and classes. Book an event, get behind the wheel, and accelerate your passion for driving.



It's your car. Master it.

www.drivingconcepts.com

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*Become the driver
your car deserves.*



It's your car. Master it.

*"You learn a ton of information, and you have **fun** while you're at it!" Wenny Chang, Phoenix*



CONTROL

Teen Car Control Clinic

The DMV teaches you the basics to get you on the road. Our Car Control Clinics help you attain the skills and knowledge that could save your life. You will learn the fundamentals of car control, including how to avoid accidents and react properly in a crisis.



We create a fun, safe environment for you and your car to explore realistic road emergencies. You will learn correct seating positions, steering techniques, mirror adjustments, braking techniques, vehicle dynamics, and space management, with special emphasis on visual skills and awareness.

You will learn if your car has an Anti-lock Braking System and how to use it; is front-, rear-, or all-wheel drive and how these features affect vehicle dynamics; how traction control helps in emergency situations.

We discuss personal safety issues and how distractions alter the driving environment.



Our clinics provide you with eight hours of classroom and in-car experiences and a reference manual for home study.



PERFORM

High-Performance Driving School

Push your car to the limit, discovering its true capabilities in a safe, controlled environment. Our schools are held at racetracks around the country. And our instruction is personalized for all levels of drivers.

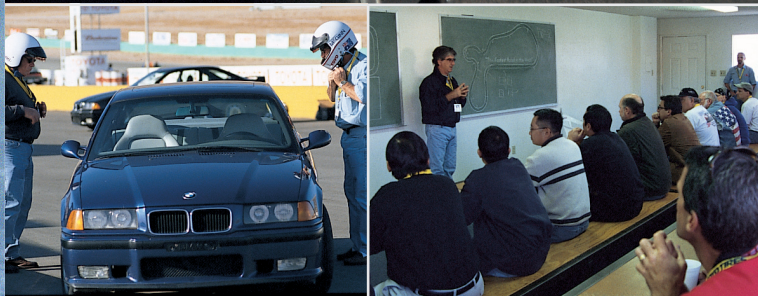
Our schools provide you with individual and group instruction. On the track, an instructor rides along with you, creating personalized challenges for you and your car. In the classroom, instructors lead group discussions, enhancing your overall learning experience.

At a typical event, you receive approximately four hours of track time, balanced by classroom sessions and social interactions with fellow enthusiasts.



"Everything we learned made me a better competitor and a SAFER driver!"

David Mecey, Los Angeles



COMPETE

Racing School



Take the next step from high-performance driving to competition racing. Our training helps you build the skills and confidence needed to begin racing at a club level or professionally. And our concentrated approach provides you the optimal outcome, with minimal time investment and out-of-pocket expense.

Unlike other race schools, on-track sessions give you the chance to drive your own 'street prepared' car with other students in safe, controlled racing simulations. Two-day schools provide you daily classroom and track time. Classroom instruction enhances and reinforces your in-car experiences:

- Race craft
- Practice starts
- Drafting
- Driving off-line
- Mental preparation
- Passing in corners

To participate in this school, you must have adequate high-performance driving experience. Upon successful completion, you may be approved for licensing by the BMW CCA Club Racing Group or NASA.



FULFILL

Corporate Programs

Driving Concepts offers our Corporate Group customers an exciting and extraordinary venue for entertainment or rewarding key clients, vendors, and employees. This unique, cost effective form of VIP entertainment builds great business relations and positions your company in front of the competition!

We can also structure a Car Control Clinic specifically to improve the skills of your fleet vehicle drivers, reduce accident rates, maintenance costs, and improve your drivers' visual skills and awareness.

The next time you're planning a corporate outing, let Driving Concepts organize your pre-event planning, marketing, and logistics to assist your company in promoting a memorable day at the race track that is safe, exciting, and educational! Branding of your company can be enhanced through apparel, banners, window decals, and other personalized promotional items.

