

DRIVER OF THE YEAR COMPETITION

INTRODUCTION

A Driver of the Year competition is a great way of enhancing your existing Driver Risk Management programme, whoever that be with; as an introduction to a planned programme or just for creating awareness about road safety. Automotional is a member of the NFE Group, which also includes D&S Events and Performance on Demand. The Company has its offices and track & training facilities at Donington Park Race Circuit, DE74 2RP. The Donington facilities provide the perfect setting for many types of event but in particular, Driver of the Year competitions and Automotional, in conjunction with D&S Events has a wealth of expertise in deliver such events.

PRE QUALIFICATION

Automotional is a full service driver risk management company delivering both online and practical driver training interventions to a wide range of corporations, both direct and via a variety of strategic partners. As such and included in its product portfolio Automotional has an on-line Driver Profiler and an E test that provide a perfect and inexpensive way to pre qualify drivers for your Driver of the Year event. If however you have a system in place it is important that drivers are not excluded too early in any year as this can have a negative effect on their performance. The carrot nearly always wins over the stick!

THE EVENT

The actual event itself can be formatted in a variety of ways from as few as 12 drivers up to 60+. It is most cost effective to have drivers in groups of 3 and then rotate them through a series of driving challenges, collecting points en route. A full day should be allocated for the event and lunch will be included with breakfast, dinner and overnight accommodation available if budgets permit. We have several clients who even include gala dinners, prize giving and entertainment as part of their event. However, we recognise that budgets may not allow for all the glitz and glamour but that does exclude you from getting a huge amount of both kudos and value from your event.

Example event activities:

- On road driver assessment
- Fuelsave driving
- Skid control
- Emergency reaction training
- Parking & manoeuvring challenge
- Vehicle fault find
- Formula finesse
- Reverse steer

Most activities can be bespoke to vans and/or LGV and in fact many of existing clients are predominantly commercial fleets.

SUMMARY & PRICING

Costs for a Driver of the Year event start from just £165 per head based on 12 drivers but we would of course be delighted to produce a bespoke quote based on your budgets and requirements.

