

# **Strategic Analytics Team achieves global first with Electric Vehicle Defensive Driver Education Programme**

Submitted by: Ballyhoo PR

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Strategic Analytics Team (SAT), an Operational Expertise Management specialist, is today launching the world's first IVV Diamond accredited defensive driver education programme that focuses entirely on the use of electric vehicles.

The Electric Vehicle Defensive Driver Education Programme is accredited by the International Association for Driver Education (IVV) and Diamond, a government accredited advanced driver programme, and is aimed at educating business owners and their employees on how to get the maximum performance out of an electric vehicle, achieve a near zero carbon footprint and reduce the potential for traffic collisions.

Paul Jorgensen, Founder and Senior Partner at SAT, said: "I am proud to launch the world's first IVV Diamond accredited Electric Vehicle Defensive Driver Education Programme. This programme is not just about the safety of the driver, other road users and pedestrians, but also about reducing energy consumption, which will help the environment.

"National Road Safety Week in the UK is an important time for us to remember and recognise why we embark on driver education programs. There are thousands of needless injuries and deaths on the roads, not just in the UK but around the world. Globally some 1.3 million people die on the road every year and up to 50 million suffer injuries. In addition to this is the personal impact on families and loved ones and we at Strategic Analytics Team consider that very carefully when formulating our driver education programs."

Dave Nichols, Community Engagement Manager for road safety charity Brake, said: "We're delighted Strategic Analytics Team is getting involved with Road Safety Week and strengthening Brake's campaign for safer roads. Brake supports a vision zero approach, which places the emphasis on systems to save lives and the planet, such as 20mph limits in towns and segregated routes for people on foot and bicycles. We know it is challenging to change road users' behaviour and humans make mistakes and some knowingly take risks. However, the deaths and injuries are happening right now, this week, and everyone can do their bit today by spreading awareness of the vital importance of the Pledge rules: slow down; never drink or take drugs or use a mobile when driving; always wear a seat belt; get eyesight tested; and minimise driving."

Strategic Analytics Team provides operational expertise and information technology management in the areas of road safety and journey management to its clients. The company operates in the UK, France, Slovenia, Middle East, Canada and India and has access to over 200 defensive driver trainers in the UK alone.

To find out more Strategic Analytics Team's Electric Vehicle Defensive Driver Education Programme, call 0161 932 1418, email [CET@strategicanalyticsteam.com](mailto:CET@strategicanalyticsteam.com) or visit [www.strategicanalyticsteam.com](http://www.strategicanalyticsteam.com) (<http://www.strategicanalyticsteam.com>).

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## NOTES TO EDITORS

Photo: Please find enclosed a photo of a driver education programme in action.

### About Road Safety Week

Road Safety Week is co-ordinated by the charity Brake and takes place 21 – 27 November 2016. Diamond is a government accredited advanced driver and rider development programme wholly delivered by regulated, professional trainers and examiners and available to both individual motorists and fleets alike.

### About SAT

Strategic Analytics Team (SAT) is an Operational Expertise Management company that works with new technologies and solutions to provide its clients with skills, knowledge and expertise across a wide range of logistics technology solutions. This includes developing strategies to evolve into using those new technologies, such as autonomous and electric vehicles, linking existing technologies together through its in-house IT team, and development of mobile solutions such as bespoke apps and journey management for people and goods.

It supports its clients by leveraging the combined knowledge and skills of subject matter experts in the global team and using a combination of robust technology, in house solutions, Research and Development, and the application of quality, environmental and social performance. The company's vision is 'to provide assured risk and operational expertise management to support and improve the safe transportation of people and goods, no matter where they are in the world'.

For more information, visit [www.strategicanalyticsteam.com](http://www.strategicanalyticsteam.com)