

AARP Driver Safety Program

October 27, 2011

Dear AARP Driver Safety Program Volunteers,

I've always believed that the Driver Safety Program is AARP's "best-kept secret." We're an award-winning educational program that has the power to save countless lives every day. We have been educating older drivers for over 30 years, but many are still unaware of DSP. Now, thanks to a three-year, \$12.6 million grant from Toyota North America to AARP Foundation, and a corresponding contract between the AARP Foundation and AARP Driver Safety, we have the resources to get this secret out.

The Toyota grant was publicly announced on Thursday, September 22 at the Life@50+ Member Event in Los Angeles, CA. AARP's CEO, A. Barry Rand made the exciting announcement, which received a standing ovation from the audience. Pat Pineda, Toyota's Vice President of Philanthropy, then spoke about how committed Toyota is to supporting older driver safety. She said:

"When Toyota found out about the work AARP Foundation and the AARP Driver Safety Program were doing to help older people *safely* sustain mobility behind the wheel as they age, we knew this was something we wanted to be a part of."

AARP Foundation has contracted with DSP to further these three main goals:

1. Raise awareness of and participation in the program through increased educational efforts.
2. Collaborate with the nation's experts to update and refresh the current course curriculum to incorporate the most innovative driver safety education advancements.
3. Increase outreach to multicultural markets to recruit participants, volunteers, and hosts.

As part of our first goal—to raise awareness and participation in the program—we plan to increase our educational outreach significantly. We're working in collaboration with AARP's internal Brand department and an external marketing agency to develop several national awareness campaigns. In 2012 alone, DSP will run five full-page advertisements in *AARP The Magazine* and three full-page advertisements in *AARP Bulletin*. Look for our first advertisement in the February/March edition of *AARP The Magazine*, to reach over 16 million households!

We're also refreshing the program's overall look and feel. Soon, you'll notice that DSP has a new logo and our volunteer-facing communications, including *DSP News*, will have an updated look.

We've already begun driving towards our second goal: to update and refresh both our classroom and online curriculum. With AARP Foundation's support, we'll collaborate with the nation's top safety experts and will have access to cutting-edge technology, such as driving simulators, in order to conduct research. The new, enhanced curriculum will be ready to launch in spring of 2014.

As for the third goal, we believe that DSP will be at the forefront of AARP's increased efforts to engage more diverse markets. We plan to boost our multicultural outreach—including participant, volunteer, and host recruitment—through advertisements and targeted direct mail campaigns.



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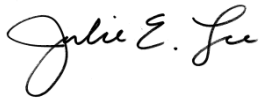
So, how will the Toyota grant impact you, our volunteers, and DSP at-large?

With our attempts to increase national awareness of the program in 2012, we may receive an influx of interest—translating to more volunteers, participants, and hosts. We hope to increase the national course size average, which is currently at 17 students per course, so you can expect to see fuller courses. Because demand for courses may be increased in 2012, let's keep up the energy and enthusiasm that we're currently seeing with the Veterans Promotion! Please continue to schedule your courses as far in advance as possible so that prospective participants will be able to locate a course that is convenient for them.

Because of the support from Toyota and AARP Foundation, 2012 is sure to be full of new opportunities, advancements, and growth for DSP. For more information about this collaboration, please see the official press release (enclosed).

Thank you for your continued flexibility, support, and for all you do for the AARP Driver Safety Program.

Sincerely,

A handwritten signature in black ink that reads "Julie E. Lee". The signature is written in a cursive style with a large, looped initial "J".

Julie E. Lee, Vice President
AARP Driver Safety Program