

# DRIVE-BY ETIQUETTE

BROUGHT TO YOU BY  
FORD & THE EMILY POST INSTITUTE

## Tips for an Enjoyable (and Polite) Drive This Holiday Season

Holiday driving can cause more than stress behind the wheel – it can wreak havoc on relationships. Whether stuck in Thanksgiving traffic or riding for hours with the in-laws, the most wonderful time of the year has serious potential to turn family fun into family feud. To help ease the stress of holiday travel, **Ford Motor Company** and **The Emily Post Institute** are working together to offer simple car courtesies that will have families singing fa-la-la-la in harmony this season.

### DRIVER to ROAD

Last year, almost 90% of travelers (41.3 million) celebrated the holiday with a road trip.\*



#### Safety first

Practicing both polite patience and defensive driving can help you be a more courteous driver – especially when roads are congested this holiday season.

### DRIVER to PASSENGER

The average Christmas or New Year's road trip is 275 miles.\*\*

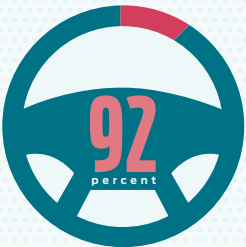


#### Drivers are hosts

Be considerate of the comfort of your passengers – slow down, take turns a bit easier, and even get those heated seats going before they hop in. Your passengers should feel comfortable and at ease – otherwise, your long trip may feel even longer.

### PASSENGER to DRIVER

A backseat driver causes 1 in 7 accidents and near misses... but chances are you're guilty of it, too (along with 92% of the population).\*\*\*



#### A passive passenger is so passé

Be sure to stay alert and keep an eye out for road signs. (Do try to refrain from refreshing your Instagram feed every five seconds.) Above all, don't be a back seat driver – no one likes a turkey drop!

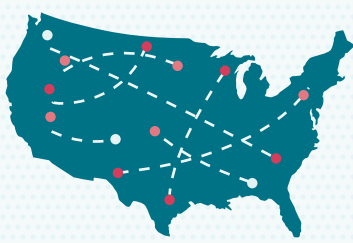


#### What's a turkey drop?

The break-up window that occurs around Thanksgiving (hence the reference to seasonal fowl). Also known as the last socially acceptable time to (consciously) uncouple before the warm-and-fuzzy December holidays.

### DRIVE-BY ETIQUETTE... with Family

Last year, AAA predicted 46.3 million Americans traveled more than 50 miles from home last year – the greatest distance in nearly a decade.\*



#### Invest in family time

Use road trips as quality time for family talks – both fun and serious – as well as games! Just be sure to talk with your real passengers *at least* as much as you communicate with your car's communication and entertainment system – while Siri won't be offended, Mimi will.

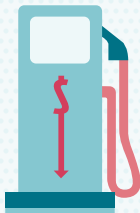


#### Family Fun on the road

- "I Spy..."
- License Plate Game
- 20 Questions
- "I'm Going on a Picnic..."

### DRIVE-BY ETIQUETTE... with Friends

If gas prices stay level, road trippers will likely pay the lowest Thanksgiving price for fuel in five years.\*



#### Avoid that awkward moment ...

To make sure you're invited to future "Friendsgiving" meals both near and far, offer to help pay for gas, fetch snacks and drinks, and pack the car with suitcases and holiday gifts.

### HORN TRANSLATOR

Use it – don't abuse it!

A succession of short, light beeps ..... "Hi!"  
A quick little beep ..... "Heads up – I'm here!"  
A slightly louder, longer beep ..... "Hey, the light's been green for 10 seconds."  
A longer blast, repeated several times .. "Come on, let's go – I'm in a real hurry."  
A long, nonstop blast ..... "I'm really frustrated."



\*AAA

\*\* Forbes: <http://www.forbes.com/2009/11/20/dangerous-holidays-fatalities-lifestyle-vehicles-cars-traffic-accidents.html>

\*\*\* The "Driver Distraction" study, commissioned by Esure car insurance