

Teens Learn About Distracted Driving at Allstate Challenge

With the greater auto industry constantly struggling with the texting-and-driving phenomenon, Allstate brought its teenage solution to town last week.

Detroit-area teens, their families and friends were challenged to navigate through a professional, closed-course while texting, driving and talking on the phone – all while dealing with “rowdy riders,” all without veering off the path of hitting obstacles during Allstate’s Safe Driving Challenge.

The Challenge came to Comerica Park’s parking lot in Detroit last week to give area parents and teens a life-saving lesson on the dangers of distracted driving and the importance of passenger safety.

Driver distraction contributes to nearly 20 percent of all police-reported traffic crashes, and in 2010, nearly 3,100 people died in crashes involving a distracted driver.

“Programs like Allstate’s Safe Driving Challenge help elevate the conversation on traffic safety, educate Detroit-area families about the dangers of risky driving behaviors and prepare our youngest drivers as they get behind the wheel,” said Gary Heslinga, Michigan state leader for Allstate.

“The driving conversation often starts at home, but parents can’t always be with their teen on the road. That’s why Allstate leads advocacy efforts for stronger laws that help eliminate distractions and gradually introduce our most inexperienced drivers to a safer driving experience.”

In the U.S., car crashes are the number one cause of death for everyone, ages 1-34, with teens crashing four times more often than any other age group.

And the teens who took part in the Challenge are a part of youth pro-

grams at Dearborn-based non-profit ACCESS, which provides social, health, education and employment services to the Arab American community in greater Detroit.

Allstate teamed up with ACCESS to showcase the leadership of the teens and to create opportunities for the teens to spread the word about smart driving at the start of the school year.

One participant at the Comerica Park event was Reina Shields, who drove an Allstate test car with camera mounts such that her cockpit behavior could be monitored back at the track base. The cars toiled around a dedicated course in the Comerica Park parking lot at Montcalm near Woodward Ave., just east of the Fox Theatre.

“My mom works at AAA in Dearborn,” Shields said. “That’s how I heard about it. It’s very challenging to text and drive – the goal is



Remote image of teen driver Reina Shields of Edsel Ford HS.

to not knock over the cones (on a S-curve course), but you do.”

Indeed, the Allstate road course is designed to show the youngsters how foolish and dangerous texting and driving actually is.

The dangerous roadway phenomenon has become so troublesome that cellular phone service provider AT&T is even sponsoring a national “No Text and Drive Day”

on Sept. 19.

And also currently, Allstate points out, stronger teen driving laws, referred to as Graduated Driver Licensing (GDL), are being considered by Congress as part of the Highway Transportation Bill’s reauthorization. GDL policies have been shown to reduce traffic fatalities by as much as 40 percent in the states where they have been adopted.

Ford Launches Lincoln Brand Into China

DEARBORN – Lincoln is coming to China, bringing its rich heritage and a unique alternative to the evolving luxury car customers in one of the world’s most important auto markets.

With a nearly 100-year history, Ford promises that Lincoln will deliver an exceptional and personalized brand experience for Chinese customers seeking luxury tailored to their own needs.

Ford added that new Lincoln products will begin to be sold in China in the second half of 2014 through an independent dealer body network.

The company begins meeting with dealers interested in being part of Lincoln’s growth in China in the fourth quarter of this year.

“Lincoln is an important part of our plan, and introducing Lincoln in China marks the next step in our expansion in Asia and our commitment to serving customers in the luxury market,” said Ford President and CEO

Alan Mulally.

“We recognize the growth potential for Lincoln in China, building the growing appeal of our new Lincoln products and unique, personalized customer experience in North America.”

‘Shimmer River’ Charity Night is At Roostertail

The Detroit Riverfront Conservancy is hosting its largest fundraising celebration of the year, Shimmer on the River.

Proceeds from Shimmer will benefit the nonprofit Detroit Riverfront Conservancy, which is responsible for construction and the perpetual maintenance, security and programming of the Detroit Riverfront public space as well as the Dequindre Cut Greenway space and for raising all of the dollars to support all of the components of this project.

The event takes place on Weds., Sept. 5 from 6:30 p.m. to 12 midnight at the Roostertail club, located at 100 Marquette Drive in Detroit.

Shimmer on the River will treat guests to a strolling dinner inspired by the four elements – Water, Earth, Fire and Air (and cocktails), live entertainment from Thornetta Davis and dancing along the Detroit River.

A brief program will begin at 7:15 p.m. featuring remarks from Faye Nelson, president & CEO, Detroit Riverfront Conservancy.

In addition, the Conservancy will honor Peter Karmanos, Jr., executive chairman of the board of Compuware, for his strong personal commitment to the advancement of the riverfront.

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