

Cost-U-Less Insurance Promotes Safer Teen Driving in California

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HUNTINGTON BEACH, Calif. Aug. 1, 2022 — [Cost-U-Less Insurance](#) is taking part in a partnership with Freeway Insurance to promote safe teen driving through [B.R.A.K.E.S. Teen Driving Training program](#). Cost-U-Less Insurance has a vested interest in helping teen drivers in California be more responsible on the road. The B.R.A.K.E.S. program also shares that goal.

B.R.A.K.E.S. was founded by NHRA drag racer Doug Herbert after he lost his two young sons, Jon and James, in a car crash in 2008. The program is free and is geared towards teaching parents – as well as their young drivers – how to be responsible on the road and drive defensively.

“As a parent who has experienced the worst tragedy when it comes to teen driving, my goal is to make young drivers more conscientious and confident behind the wheel, keeping themselves and anyone who might be in the car with them safer,” Herbert said.

California teen driving fatalities show that speeding plays a large part. Between 2015 and 2019, 979 teen drivers and passengers died on the roads.

NASCAR Cup Series driver Daniel Suarez has joined the effort to teach teen drivers how to be safer behind the wheel.

“Too many teens are killed in car wrecks,” Suarez said. “It’s my goal to make sure families never go through the pain that comes with deadly accidents. Together, we can help change this story.”

While conventional driving education is important and valuable, the B.R.A.K.E.S. Teen Pro-Active Driving Curriculum goes far beyond the basics, teaching tools like Collision Avoidance, a Wheel Drop-Off Recovery Exercise, and a Panic Stop Exercise to make teens confident when a dangerous situation happens on the road.