

ISA NEW DRIVER PROGRAMS

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Speeding is Dangerous

Technology Supports Safer Driving Habits

Speeding is one of the most dangerous behaviors for new drivers, who already face the highest crash risk. Speed-prevention technology helps address this risk by keeping vehicles within safe limits, reducing the chance of dangerous mistakes, and reinforcing positive driving habits. By guiding young drivers away from speeding, these tools protect them today and enable safe driving habits that last a lifetime.



Paving the Way for Future Generations

LifeSafer is a Trusted Partner in Protecting New Drivers

LifeSafer's New Driver ISA Programs, which include access to Intelligent Speed Assistance devices, are built to protect teens and other inexperienced drivers at every stage - whether they're working toward a permit, newly licensed, or gaining experience on the road. By adding speed prevention technology throughout the graduated licensing process and beyond, we can help young drivers develop lifelong safe habits while making roads safer for everyone.

What is Intelligent Speed Assistance?

LifeSafer Intelligent Speed Assistance™ (ISA) is an aftermarket vehicle safety device that works to prevent speeding. For new drivers, LifeSafer ISA serves as a speed safety net, empowering them to make smart, responsible choices every time they get behind the wheel.



How Lifesafer ISA Works

Device Features for New Driver Success

Automatic Speed Prevention

ISA is a vehicle safety system that actively works to prevent speeding in real time.

User-Friendly Reports

Parents and guardians can track driving progress and follow along program milestones.

Clear Digital Display

A real-time digital display shows the current speed limit and any upcoming changes at a quick glance.

Seamless Updates

Road data and speed limits are always up-to-date using our over-the-air connection.

Acceleration Control

This feature limits rapid acceleration, reducing sudden takeoffs for smoother and safer driving.

Temporary Override

An override button allows the driver to bypass speed controls for a short time, with preset rules on usage.

Tamper Detection

The system can tell if it is being circumvented, which keeps the driver accountable throughout the ISA program.

Reverse Speed Control

This feature limits vehicle speed while driving in reverse.

Compatibility

ISA is compatible with nearly every vehicle on the road today.

ISA New Driver Programs

LifeSafer's New Driver ISA Program is dedicated to keeping teens safe on the road.

By working alongside traditional driver education programs, it reinforces proven principles such as education and supervision - with the added benefits of smart speed prevention technology for drivers and peace of mind for you.



What's Next?



Enroll

ISA programs are recommended for at least six months to give teens enough time to develop and reinforce safe driving habits.



Raise Awareness

Once enrolled, you and your teen can share your experience and help others see the benefits of this life-saving technology.



Drive Real Change

Once the program is complete, your teen will have the tools and training needed for a safer future for everyone.

From Learner to Leader: Program Goals



Follow Speed Limits Consistently



Develop Safe Driving Habits



Make Good Decisions Under Pressure



Gain Confidence Behind the Wheel



Understand and Respect Road Rules



Lead by Example and Inspire Safe Choices



Increase Safety and Reduce Fatal Crashes

Driving Milestones

Safety

Your teen consistently stays within posted speed limits without an overreliance on overrides or other features.

Skill-Building

Your teen responds appropriately to unexpected situations and avoids risky maneuvers.

Independence

Your teen is comfortable driving without constant supervision, while maintaining safe habits reinforced by ISA.

Your Support Makes a Difference

As your teen begins their driving journey, remember—it's about more than getting from point A to point B. It's about building lasting habits that keep everyone safe.

LifeSafer's ISA New Driver Program provides guidance through the most critical learning phase with a structured, practical approach. By combining consistent guidance, real-world experience, and active speed-control technology, teens gain the skills and judgment they'll rely on long after the device is gone.

Now is the time to give your teen the tools they need to form safer habits today—and the confidence to carry them for life—with Intelligent Speed Assistance.





LET'S GET STARTED


PHONE :
(844) 434-6103

WEBSITE :
lifesafersa.com

EMAIL:
speed@lifesafersa.com

 @LifeSaferISA

 @lifesafersa

 linkedin.com/company/lifesafersa