



FOR IMMEDIATE RELEASE

Car Control Drills Program sets BSDD, Inc. apart from other Columbus Area Driver Education Schools

Columbus, Ohio – March 1, 2008 – There's a difference between driver *education* and driver *training*. **Bloom School of Driving Dynamix, Inc.** was founded by Mark Bloom with that difference in mind. A new partnership with **Ricart Automotive Group** will make this training available to even more teen drivers in 2008.

Bloom wanted to address what he felt was lacking in traditional driver education programs. What makes **BSDD, Inc.** unique is what they offer above and beyond the minimum requirements that must be met to obtain an Ohio driver's license. Specifically, their **Car Control Drills Program**.

The one-day **Car Control Drills Program** takes place at the **Ricart Mega Mall** located on South Hamilton Road in Groveport. This program is offered in addition to the typical driver education course and is highly recommended for both new and experienced drivers.

"We are very excited about our new partnership with **Ricart Automotive Group**. They are a well respected, high profile Columbus company and bring the resources we've been looking for with regard to marketing, advertising and promotion. I'm also encouraged by their enthusiasm and commitment to make the **Car Control Drills Program** available to as many Columbus area teen drivers as possible" said Mark Bloom, president and owner of **BSDD, Inc.** Pete Ricart had this to say, "Ricart is always looking for ways to give back to the community. Holding the Car Control Drills Program at the Ricart Mega Mall is a way for us to have a positive effect on teens and help keep them safe on the road."

Approximately two hours are spent in the classroom where students learn basic vehicle dynamics through white board and other media presentations. The students then proceed to the hands-on drills for the Slalom, Wet Braking/Steering, Emergency Lane Change and Spin Avoidance exercises.

The program is designed to expose students to challenging vehicle control situations in a slow, safe and controlled environment. Instructors then give proper coaching on identifying what's wrong and what steps to take to correct the situation.

Of particular interest is the **BSDD, Inc.** Spin Avoidance Car used in the Spin Avoidance Drill. This mid-size sedan is mounted on a platform with an outrigger system which allows the instructor to lessen the car's weight at its road wheels. This creates a smaller contact patch at each tire which simulates limited traction like that encountered in rain, snow or ice conditions.

"We can set-up the Spin Avoidance Car to seem as if it's traveling at a moderate speed on ice when it's actually only going 15 mph on dry pavement," Bloom explained. "The SAC is an excellent teaching tool and really gets the kids outside of their comfort zone." An instructor rides with each student giving instant feedback on what the driver is doing to avoid loss of control.

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Bloom has been teaching various driving programs for nearly twenty years, most recently with The Mid-Ohio School at Mid-Ohio Sports Car Course. He began doing so after a 10-year career racing numerous types of sports cars. While Bloom knows that the physics that keep a race car on the track are the same forces at work on a street car, he is very careful to stress that the **Car Control Drills Program** is intended to develop safe and confident drivers, not encourage aggressive or otherwise dangerous driving.

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Bloom School of Driving Dynamix, Inc. is a unique driving school providing first time and established driver the opportunity to improve their skill through dynamic car control drills.

While the primary focus of **BSDD, Inc.** is new teen drivers, our program can accommodate any driver including seniors, corporate/fleet, law enforcement and owners of SUVs and mini-vans.

BSDD, Inc. was founded by Mark Bloom to address what he felt was lacking in traditional driver education programs. While a basic "rules of the road" education is necessary, Mark feels it is also important to understand vehicle dynamics and learn how to react in situations where things go wrong. No driver education school in the central Ohio area provides this type of advanced driver training. We believe both are crucial in order to become a more capable, competent and well-rounded driver.

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