



DRIVEWISE
Good drivers aren't born, they're built

For Immediate Release

Barrie Taxi Implements DriveWise Driver Improvement Simulation Programs

Barrie, Ontario (August 7, 2007) – Barrie Taxi Ltd. continues to enhance its reputation for providing service of the highest standard in the area by implementing advanced driver improvement programs for its taxi operators. Barrie Taxi has implemented a selection process that ensures applicants meet Company standards for safety and driving skills. All driver applicants undergo a one hour evaluation at the DriveWise facility. The evaluation consists of an automated knowledge based test and a series of driving simulation exercises. During the simulation phase of the evaluation, applicants demonstrate their driving skills under many different traffic, weather, and unusual conditions in the security of a virtual reality simulator. Applicants are then evaluated against a set of criteria on their ability to safely operate the vehicle. “In the past we were unable to fully assess the driving skills of applicants. With the DriveWise program we can immediately see the applicant’s ability to handle the vehicle at intersections, in snow and fog, or in emergency situations. The safety of our passengers is our number one concern and this innovative program helps us select the best qualified personnel,” states Barrie Taxi Ltd. President Erwin D. Giles.

In addition to the employment pre screening program, Barrie Taxi Ltd. will ensure that all of its operators undergo a recurrent driver improvement program. The recurrent program is four hours in duration and is a mixture of classroom theory and hands on virtual reality simulation. “We are thrilled a client conscious company such as Barrie Taxi has selected us for their driver skill needs. I am positive our pre screening program and recurrent driver improvement will enable Barrie Taxi to secure the level of safety they insist upon for their clients,” states DriveWise CEO Lesley de Repentigny.

Barrie Taxi Ltd.

Barrie Taxi is the leader in premium taxi service, providing the public it serves with the safest, professional, and most courteous taxi service available. Making use of the latest technologies, Barrie Taxi continuously responds to the vast and ever changing needs of its clients by offering a variety of innovative services in a manner that exceeds expectations.

DriveWise

DriveWise provides affordable high quality simulation learning solutions to the police, emergency response, fleet and private driver markets. Using state-of-the-art virtual reality driving simulators, DriveWise clients have access to advanced learning solutions that increase vehicle operator performance, safety and preparedness for daily, complex and/or unusual driving situations. DriveWise is a division of KnowledgeSurge Learning Solutions, a privately owned company with facilities in Barrie, Ontario.

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