

148 PAGE BOOKAZINE

THE YOUNG DRIVER'S

GUIDE

The launch of the FirstCar Young Driver's Guide marks a significant milestone in our short history, now ten years from conception and eight years since the very first issue of FirstCar magazine. We've learnt a lot since then, which is why we're able to announce this ground-breaking new bookazine so confidently. The FirstCar Young Driver's Guide covers everything new drivers need to know, answers common (and not so common) questions, confronts myths and challenges misconceptions, all in our trademark engaging and entertaining style.



For illustration only



WHAT'S NEW?

The decision to move away from a biannual magazine was not made lightly and the following changes have been many months in the planning:

■ **THICKER** 148 pages in total. Broken down into six sections (news, learning, buying, owning, driving and riding), plus several pages of celebrity interviews.



■ **COMPACT** the new A5 format looks great and easily fits into a car glovebox, so it can be quickly referred to in the event of a crash, breakdown, flat tyre etc. It also takes us less storage space and is cheaper to post.

■ **QUALITY** we're significantly increasing the paper weight and perfect binding every copy to give it a high quality 'bookazine' feel.

■ **FREQUENCY** the first issue will be released on 15 March 2013 and thereafter published annually in January.

■ **CUSTOMISATION** road safety teams will still be able to customise the front cover for £250 and insert their own material (size restrictions) for just £25 per thousand copies.

■ **COST** the cover price will be £4.99, but road safety professionals ordering in bulk will pay just £1 per copy. Whilst the unit price is more than the biannual FirstCar magazine, the Young Driver's Guide is more than three times the size, far superior quality and published half as frequently. ➤

THE YOUNG DRIVER'S GUIDE

The focus of this new publication is on quality rather than quantity and providing content which is relevant at every stage of the journey, from being a learner to becoming a newly qualified driver and car owner. The FirstCar Young Driver's Guide doesn't just tell young drivers everything they want to know, it tells them everything they need to know too.



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NEW CONTENT

The editorial sections and a small sample of the content within:

■ **NEWS AND REVIEWS** whilst remembering that each edition is effectively an Annual, there is plenty of room to cover topical issues. We can also review new/used cars, products and services in the knowledge that the material will be relevant for at least 12 months.

■ **LEARNING** how to find a good instructor, private practice, auto vs. manual, theory and hazard perception tests, mastering manoeuvres, under-17 driving clubs, post-test training.

■ **BUYING** new vs. used, buying guide, petrol vs. diesel, Euro NCAP safety ratings, running costs, budgeting, history checking, warranties, finance, insurance (incl. telematics), breakdown cover.

■ **OWNING** MOT and servicing, road tax, changing a wheel, changing oil, roadworthiness checklist, car care (cleaning), windscreens, tyres, dealing with a breakdown, modding, eco driving, saving money, basic car mechanics (how things work).

■ **DRIVING** accident checklist, probationary period, safety margins, winter driving (incl skidding), motorways, journey planning and sat navs, railway crossings, driving abroad, towing, what you can drive, distractions, fatigue, seatbelts, speed, drink/drug driving.

■ **RIDING** for readers who are interested in riding a motorbike or PTW. We'll look at what licences you need, the CBT, motorbike test, post-test training schemes, clothing and how to choose a bike.

■ **CELEBRITY** we'll be chatting to a selection of well-known and up and coming celebrities about their experiences of learning to drive, first cars and finding out what tips they have for our readers. The interviews will include lots of off-topic questions about themselves and their careers, which the readers should find interesting.

PRE-ORDER NOW!

OUT 15TH MARCH 2013.

Please contact James Evans for more information at James@firstcar.co.uk or on 08451 308853 or 07800 822818.