KSM DRIVING TUITION

YOUR CHOICES.
YOUR JOURNEY.
YOUR LIFE.

BEAT THE FATAL 4





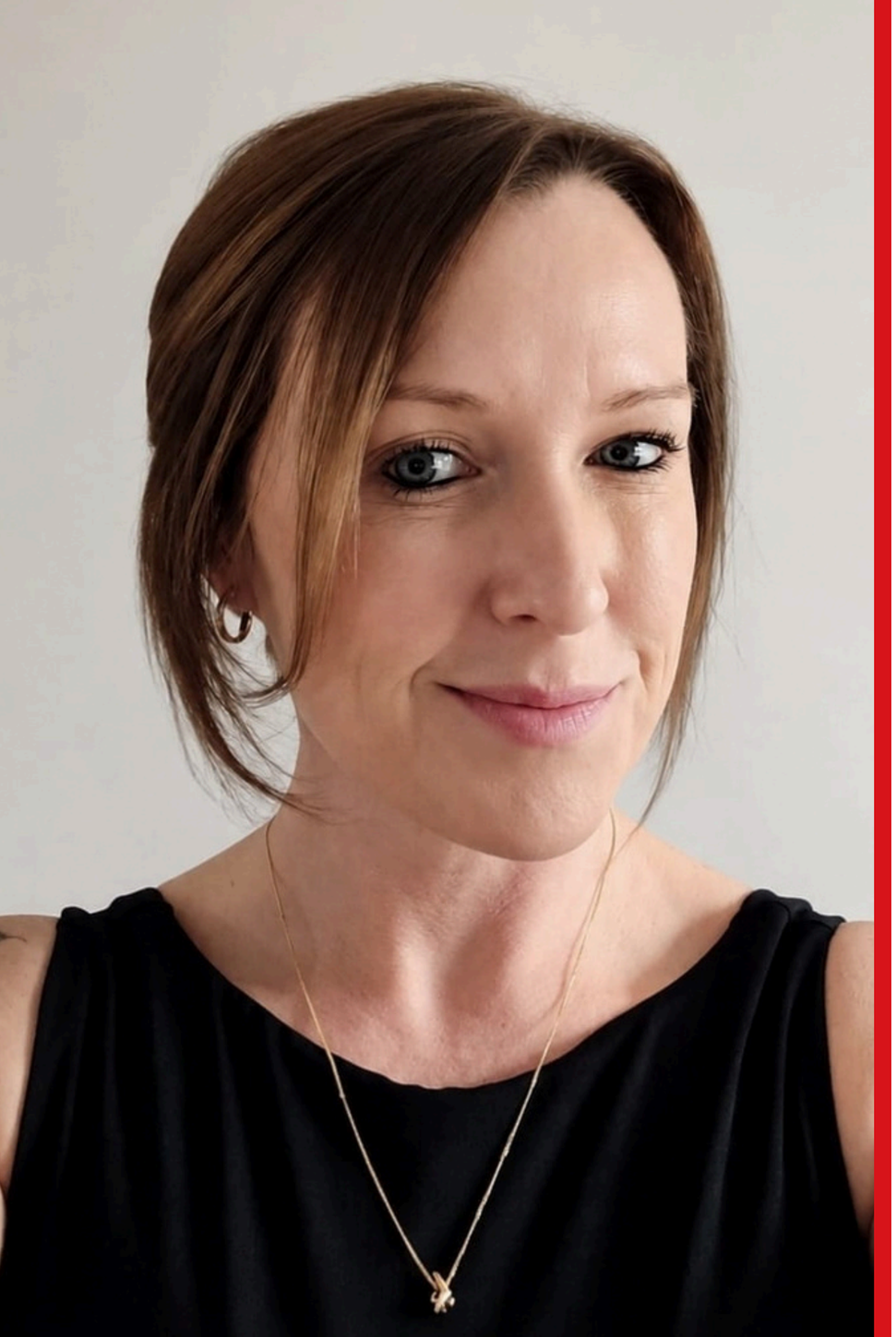
KSM DRIVING TUITION

YOUR CHOICES.
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YOUR LIFE.



THE FATAL 4





KSM DRIVING TUITION

HI, I'M KYLIE

OWNER OF KSM. TEACHING DRIVERS FOR 10+ YEARS.

Advanced driving qualification · Bike licence ·

Norwich, Norfolk & beyond

- HIGH PASS RATES
- NEURODIVERSE TRAINED
- MANUAL & AUTOMATIC
- MALE & FEMALE INSTRUCTORS

DRIVING GIVES YOU

INDEPENDENCE
OPPORTUNITIES
RESPONSIBILITY
CONFIDENCE
CONNECTION



WHY YEAR ONE MATTERS

THE HABITS YOU BUILD NOW STAY WITH YOU FOR LIFE.

Driving gives you freedom...

Safe choices let you keep it.

KSM DRIVING TUITION

THE FATAL 4

KSM DRIVING TUITION

FATAL COLLISIONS GREAT BRITAIN 2025

52%

SPEED

518 collisions



21%

DRINK & DRUGS

204 collisions



9%

NO SEATBELT

133 collisions



3%

PHONES

32 collisions



Most likely: male drivers aged 17–24.

Source: DfT, Reported Road Casualties GB 2025

63%

OF FATAL CRASHES INVOLVE AT LEAST ONE OF THE FATAL 4

WHO & WHEN

AGED 17-24

MOSTLY MALE

EVENINGS & NIGHTS

WEEKENDS

Norfolk 2024: 37 killed on rural roads
4 on urban roads

KSM DRIVING TUITION

Sources: DfT RRCGB 2025 · DfT Fatal 4 factsheet 2023 · NFU Mutual Rural Road Safety Report 2025

WHEN IT HAPPENS

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1 IN 5 NEW DRIVERS CRASH IN THEIR FIRST YEAR

6% → 20%

17–24s hold 6% of licences, but are in 1 in 5 crashes that kill or seriously injure

Fri-Sun

Evenings, nights & weekends and the first months after passing

4×

More likely to be in a fatal crash with a car full of mates your age

Sources: Brake Young Driver Safety Report 2026 · THINK! / DfT · Brake young drivers factsheet

PHONES & DISTRACTION

THE QUICK GLANCE IS A MYTH

30m
driven blind in 2.3 secs at 30mph

27s
to fully refocus after a text — even hands-free

23×
higher crash risk when texting

£200
+ 6 points. Lose your licence in year one



BEFORE YOU DRIVE

DO NOT DISTURB ON · PHONE OUT OF REACH · SET IT UP BEFORE YOU MOVE

QUICK GAME

EVERYBODY STAND UP

Sit down if it's you...

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SPEED & COUNTRY ROADS

90%

OF NORFOLK ROAD DEATHS HAPPEN ON RURAL ROADS

BLIND BENDS

MUD & TRACTORS

WILDLIFE

NO STREETLIGHTS

Sources: NFU Mutual Rural Road Safety Report 2025 · Road Safety GB



60

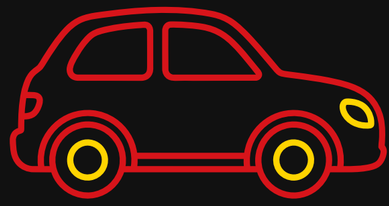
A LIMIT. NOT A TARGET.

TIREDNESS

80m

DRIVEN BLIND IN A 3-SECOND MICROSLEEP AT 60MPH







WARNING SIGNS

Heavy eyes · Drifting lanes · Missed turns · Lost minutes

THE FIX

Pull over somewhere safe. Rest. Swap drivers. Don't push on

Distance calculated: 60mph = 26.8 metres per second × 3 seconds

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TIREDNESS · CONSEQUENCES

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TIRED DRIVING COSTS

CRASHES
High speed - tired drivers don't brake

YOUR MATES
Everyone's gambling on your reactions

YOUR LICENCE
Points, a ban, a criminal record

INJURIES
Spinal, brain trauma, lifelong pain

MONEY
Insurance, repairs, medical bills, compensation

GUILT
"I hurt someone because I drove tired"

GAME OVER.



CARRYING PASSENGERS

YOUR CAR. YOUR RULES.

01 Belts on before you move

02 No showing off. No egging on.

03 Unsafe driver? Don't get in.

Source: Brake: young drivers factsheet

4× more likely to be in a fatal crash with a car full of mates



LEARNING PROPERLY

DON'T JUST PASS.
DRIVE FOR LIFE.

4.9★ LOCAL REVIEWS

KSM DRIVING TUITION



RURAL ROADS
Bends, speed & tractors



NIGHT & ALL WEATHER
We don't cancel for rain



DUAL CARRIAGEWAY
Confident from day one



NEURODIVERSITY
First fully trained team in Norfolk



MOCK TESTS
Real test-day conditions



YOUR PACE
Everyone learns differently

HOW KSM CAN HELP

PICK YOUR ROUTE

KSM DRIVING TUITION

INTENSIVE COURSES | BLOCK LESSONS | AUTOMATIC | THEORY SUPPORT | MALE & FEMALE INSTRUCTORS

NEW

CO-PILOT SCHEME

£100

BLOCK OF 10

£390

PAY AS YOU GO

£80

TODAY ONLY OFFER

£60

FIRST 2-HOUR LESSON

~~Normally £80~~

BLOCK OF 10 FOR £380
BOOK WITHIN 7 DAYS

QUOTE WHEN YOU BOOK

FATAL4 + YOUR COLLEGE

KSM DRIVING TUITION

SCAN TO MESSAGE US

KSM DRIVING TUITION

READY TO BE A SAFE DRIVER FOR LIFE?

Follow KSM for driving tips, advice & real-life road safety content.

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