



THE  
**KIEFER**  
FOUNDATION

# THE JUST DRIVE VIRTUAL REALITY SIMULATOR

The Just Drive Simulator is an immersive virtual reality experience designed to raise awareness about the dangers of distracted driving. Users experience how distraction behind the wheel can lead to life-altering consequences, and learn about the responsibility of speaking-up.



## WHY THIS SIMULATOR CHANGES EVERYTHING



### IMMERSIVE & REALISTIC

Uses a Meta Quest headset to place users inside realistic crash scenarios where every second counts. With lifelike visuals, spatial sound, and intuitive design, the experience is intense, eye-opening, and unlike anything a traditional classroom lesson can offer.



### EMOTIONALLY IMPACTFUL

Rather than just hearing statistics or watching a video, participants feel the consequences of distraction as they unfold. This emotional connection helps shift attitudes, spark honest conversations, and empower both drivers and passengers to speak up when it matters most.



### SIMPLE & PORTABLE

Lightweight and easy to transport, the simulator runs on a rechargeable battery, so connection to a power outlet is not required during use. Perfect for schools, events, or mobile programs.



### EDUCATION-READY

Includes supporting materials, training resources, and best practice guides to help facilitators lead thoughtful conversations and meaningful experiences with every use.

## MITCHEL'S STORY AND OUR MISSION



**Mitchel Kiefer** was a student, athlete, and friend whose life was cut short by a distracted driver in 2016. He was just 18 years old. Today, his story is saving lives.

The Kiefer Foundation was established in Mitchell's memory with a mission to **end distracted driving** and all associated traffic deaths and injuries.



Follow Us @KieferFoundation



[www.mkiefer.org](http://www.mkiefer.org)



[info@mkiefer.org](mailto:info@mkiefer.org)



# INSIDE THE CRASH: A CLOSER LOOK AT THE JUST DRIVE SIMULATOR



## Virtual Reality Scenarios



### Daytime Highway

Highway driving demands full attention, but it's often where drivers feel most tempted to multitask. Experience a typical highway drive that reminds us there's no "safe" moment to look away.



### Nighttime Rural

Low visibility. Unexpected curves. Unsafe decisions. It's a reminder of the role passengers play, not only in their potential to distract the driver, but in their ability to prevent a crash.



### School Drop-Off

A routine school drop-off turns tragic when everyday distractions go unchecked. Watch how one distracted driver causes a deadly chain reaction.

## What to Know Before You Step Inside



### QUICK TIMELINE

Each scenario lasts about 4–6 minutes. The full experience, including surveys and pledge, takes 10–12 minutes total.



### EASE OF USE

The Just Drive Simulator is simple and intuitive. Your experience is guided by a virtual emcee.



### POWER OPTIONS

The headset is fully rechargeable and works without an internet connection or outlet while in use.



### CRASH AFTERMATH

You'll have a chance to replay the scenario and see how safer choices could have changed the outcome.

# JUST DRIVE SIMULATOR

## USER JOURNEY MAP

### WELCOME & ORIENTATION

Meet your virtual safety emcee, who will guide you through the experience and explain what to expect.

1

2

### PRE-SURVEY

Answer a few quick questions to capture your current driving habits and how you perceive distraction risk.

3

### CHOOSE & EXPERIENCE YOUR SCENARIO

Select from one of three immersive environments — Daytime Highway, Nighttime Rural Road, or School Drop-Off — and step into the moments leading up to a distracted driving crash. Then rewind and explore how different choices could change the outcome.

MITCHEL KIEFER  
MEMORIAL  
HIGHWAY

JUST DRIVE!

### POST-SURVEY REFLECTION

After completing the scenario, you'll take a short post-survey to process how the experience impacted your mindset, behaviors, and willingness to speak up as a driver or passenger.

4

5

### LEARN & COMMIT

Explore distracted driving statistics and sign the Just Drive Pledge to commit to safer, more focused driving.

6

### FINAL SAFETY MESSAGE

Your emcee closes with a reminder that you hold the power to prevent crashes — every time you choose to Just Drive.