

The Price of Experience

A Simple Solution?

James, turn
the engine off
and get in the
back!



**‘Life is short, Art is long,
Opportunity fleeting,
Experience treacherous, and
Judgement difficult.’**

- Hippocrates (460 BC – *ca.* 370 BC)



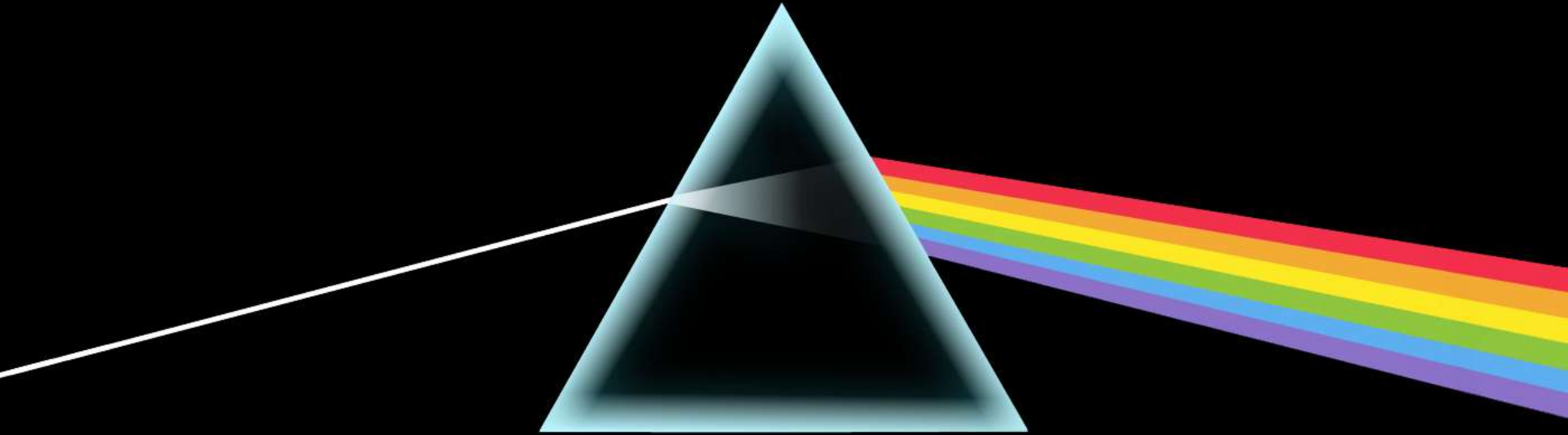
**‘For those novice drivers who
utilized the Swedish reforms
in the first year = 40%
reduction in accident risk’**

Gregersen, Berg, Engstrom, Nolen,
Nyberg and Rimmo - 1999



**Experience is the father
of wisdom and memory
the mother' – Chinese Proverb**

PINK
FLOYD
THE
DARK SIDE
OF THE
MOON



“Any man who finds himself on a bus at the age of 26 can count himself a failure”

Prime Minister Margaret Thatcher, 1986

**“In the land of the blind, the
one eyed man is king”**

Desiderius Erasmus Roterodamus
(1466 –1536)

“The economic welfare cost of reported road accidents was estimated to be around £15 billion in 2010”

– DfT October 2011

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