



TOPTTESTS.CO.UK

MOCK THEORY TESTS

FACT SHEET

HELPING UK LEARNER DRIVERS SINCE 2011 | 1+ MILLION TOTAL UNIQUE USERS
16 PRACTICE TESTS BASED ON THE OFFICIAL HIGHWAY CODE MANUAL

COMPANY INFO

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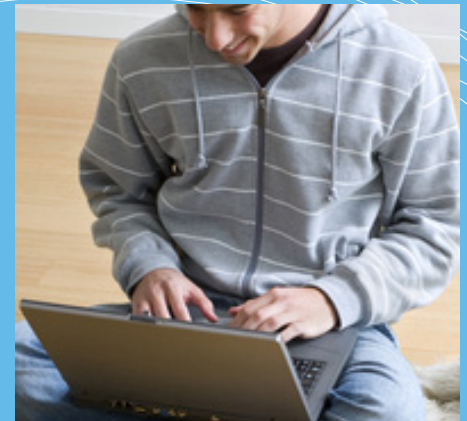
HISTORY

Founded in 2008, Elegant E-Learning, Inc. is passionate about online education in general and setting high driving standards in particular. Helping learner drivers across the globe is what we do best. Privately held and based in Hamilton, Ontario, Canada, the company runs several popular websites & mobile apps with a global monthly audience of 2+ million unique visitors.

WHY PRACTISE?

OVER 25% OF ALL DRIVERS FAIL THEIR FIRST THEORY TEST

Elegant E-Learning specializes in helping learner drivers across the United Kingdom and around the world. Years of knowledge and experience in driver education have been transformed into an online resource library by a team of e-learning experts, resulting in the development of engaging and effective practice tests that are much more interactive and engaging than the standard issue Driver's Manual. The Elegant E-Learning team prides themselves in being with their users every step of the way - from helping them to get ready and pass their theory test at the DSA to guiding them through best practices on the road to make sure they are safe on the road.



OUR VISION

To provide learner drivers with free online access to high-quality authentic mock theory tests that are based on the Official Highway Code driver's manual. As of 2014, TopTests.co.uk offers 16 mock theory tests, including a Show Me Tell Me Test, Fines & Limits Test, Signs & Rules Test, and a Marathon Test.

ELEVATOR PITCH

The Highway Code Manual is dry and boring; often it's simply not enough to give you the confidence you need to pass your Theory Test.

www.toptests.co.uk

TYPES OF TESTS:

- 12 MOCK THEORY TESTS
- 1 SHOW ME TELL ME TEST
- 1 SIGNS & RULES TEST
- 1 FINES & LIMITS TEST
- 1 MARATHON TEST

QUICK STATS

toptests.co.uk

2,100.000+ Tests Taken Since 2011

150,000+ New Practice Tests Taken Monthly

100,000+ Monthly Visitors

7,500+ Daily Visitors

3.50 Average Page Views

10:23 Average Time on Site in Minutes

59.6% Repeat Visitors

~ NEW TESTS ~
added regularly



BENEFITS

REALITY-BASED TESTING:

- mock theory tests similar to the DSA tests
- Based on the Official 2014 Highway Code Manual
- Uses the same scoring and grading system as the DSA

EFFECTIVE:

- Randomized questions and answers for added variety
- Explanations are provided for every wrong answer
- Helpful hints are available throughout the test

IMMEDIATE FEEDBACK:

- Instant feedback after EVERY question
- Review every single question and each answer
- Marathon Mode: students may practice until they receive 100% on the practice exam!

TEEN DRIVING FACTS

FACTS

ACCIDENTS HAPPEN

- Teenage drivers account for only 7% of the driving population but are involved in 14% of fatal crashes.
- Motor vehicle crashes are the leading cause of death for teens in the UK and cause 35% of all 15 - 20 year old fatalities.
- 16-year-olds have higher crash rates than drivers of any other age.

RISKY BUSINESS

What causes the higher-than-average crash rate for teen drivers?

- Driving inexperience
- Lack of adequate driving skills
- Risk taking
- Poor driving judgement and decision making
- Distraction
- Alcohol consumption
- Excessive driving during high risk hours (11PM - 5AM)

MEET THE PARENTS

- 56% of teenagers rely on their parents to learn how to drive.
- Teens with Involved parents are 2x more likely to wear seat belts.

DISTRACTED DRIVING

...Texting

- Teens who text while driving are 23x more likely to crash.
- Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds, the equivalent-at 55 mph-of driving the length of an entire football field, blind.

...Talking on a Cell Phone

- Doubles the likelihood of an accident
- Reduces driving-related brain activity by 37%
- Slows a teenagers reaction time down to that of a 70-year old





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