



Innovation > Publishing & Media > Smartphone game turns kids into helpful back-seat drivers

SMARTPHONE GAME TURNS KIDS INTO HELPFUL BACK-SEAT DRIVERS



PUBLISHING & MEDIA

Mr Bear Driver teaches kids about traffic safety and helps them request safer driving from their parents.

UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just £39 per month*

Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
 - Exclusive feature articles

BECOME A MEMBER

Already a member? Sign in here

Sign in