

EBOOK FEARLESS DRIVER



BLUEEM
DRIVER MENTORING



**CONTROL
YOUR MIND,
AND YOU WILL
CONTROL
EVERY PATH...**



Breaking Down Barriers

"Hi. Your parents are worried about you.

You mainly want peace and freedom."

"Deal: Go through these 7 cards and I'll teach you what your driving instructor didn't have time to tell you." "No lectures. Just pure practice."

RALLY IS IN MY BLOOD.

"My grandfather was a 10-time rally champion. I spent years as a chief instructor at a skid school, teaching people how to handle crisis situations. I know exactly how a car behaves at the absolute limits of physics. But I've learned that the greatest performance doesn't come from the engine. It comes from the mind."

REALITY CHECK



8-11%
total number of young
drivers in the EU

17%

ARE INVOLVED IN ALL
FATAL TRAFFIC
ACCIDENTS.

THESE AREN'T
STATISTICS. THESE ARE
FRIENDS WHO DIDN'T
MAKE IT HOME...



Mindset



Software Update

"Modern cars have ABS, ESP, and cameras. But that's just hardware." "If the 'software' (your attention and emotions) fails, physics will not spare you." "Most courses teach you how to turn the steering wheel. We will teach you how to control yourself."

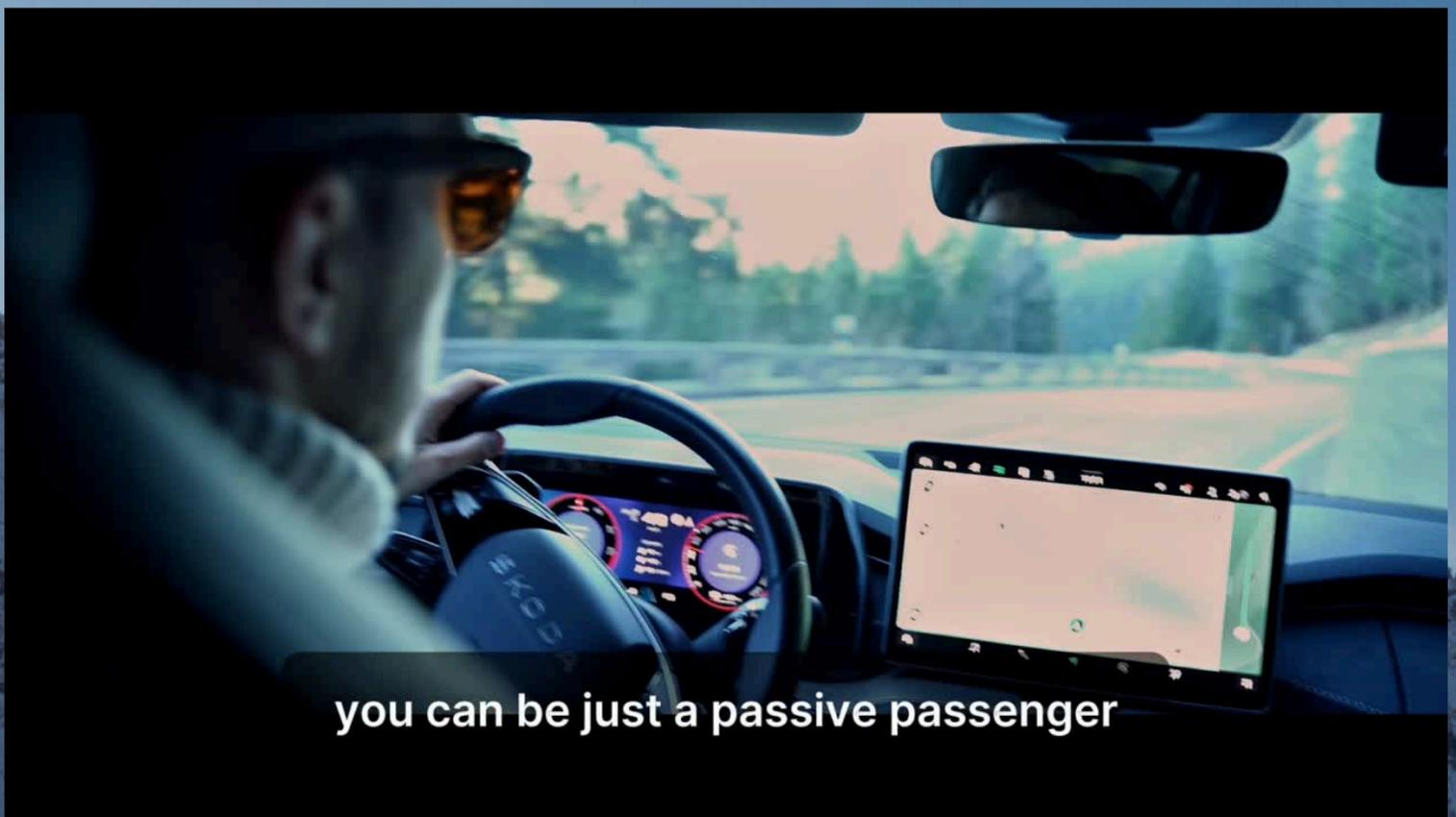
BE A SAMURAI

"A samurai is not a guy who swings a sword. He is a master of HEIJOSHIN."

"That means: A cool head in the midst of hell."

"When someone honks at you. When you skid. When you're late." "Panic kills. Calm wins."

BLUEEEM'S MISSION AND VISION



you can be just a passive passenger





STAY WITH US



Blueem

More than just a drive.



the_blueem

Master your mind, you will
master every path.

www.blueem.eu

BLUEEM INSIDER



You've had your first taste. Now it's time to dive deeper. **Join Blueem Insider.** Every week, we'll share a technique that will **make you a better driver.**

Sign up for our newsletter

www.blueem.eu



www.blueem.eu

Contact

Do you have any
questions?



Milan
Břicháč
Founder

Address

5026, Salzburg, Austria
811 06, Bratislava, Slovakia

Email contact

milan@blueem.eu

Call me

+43 664 142 8529



BLUEEM
DRIVER MENTORING