

Eric Halem Calls for Safer, Smarter Driving Culture Among Enthusiasts

DRIVELA CEO Encourages Automotive Community to Embrace Skill, Responsibility, and Education



Los Angeles, California Jun 23, 2025 ([Issuewire.com](https://www.issuewire.com)) - Eric Halem, CEO of premier automotive experience company **DRIVELA**, is urging performance car drivers, motorcycle riders, and driving

enthusiasts to prioritise **safety, skill-building, and responsibility** behind the wheel. Drawing on his background in high-risk security operations and motorsports, Halem is launching a personal awareness campaign focused on promoting **driver education and track-based learning**.

“You don’t need to drive fast on public roads to feel the thrill,” Halem said. “That’s what race tracks, driving schools, and structured experiences are for. We need to shift the culture from reckless to refined.”

Halem’s message comes at a time when **fatalities from speed-related crashes** continue to rise. According to the **National Highway Traffic Safety Administration, 11,258 people died in speed-related crashes in the U.S. in 2023**—a 7.9% increase from the previous year. In the UK, **road deaths increased by 10% in 2022, with speeding cited in more than 20% of fatal accidents**.

From Security to Supercars: The Voice of Experience

Before founding DRIVELA, Halem ran a **multi-million dollar private security firm**, managing celebrity protection and large-scale event operations. Precision, planning, and risk awareness were core to his success—principles he now applies to high-performance driving.

“In security, being reactive costs lives. You have to be ahead of the curve. That’s the same mindset drivers should adopt,” he said.

His transition into the automotive world wasn’t just about the cars—it was about **creating safe, curated spaces** where people could enjoy them properly.

Changing the Narrative Around Speed

Halem warns that the current culture around performance driving—fuelled by viral street racing clips and social media stunts—is pushing the wrong message.

“Going 100 mph on a freeway isn’t impressive. It’s dangerous,” he said. “Skill should be respected more than speed.”

Through DRIVELA, Halem offers structured driving experiences that **emphasise control, awareness, and training**. He believes similar programmes should be more widely encouraged—especially for **young drivers**.

What Drivers Can Do

Halem’s campaign isn’t a marketing push—it’s a **call to action** for individuals to make better choices and **build skill the right way**.

His recommendations include:

- **Take a performance driving course.** Local tracks and racing schools offer real training in a controlled setting.
- **Avoid reckless driving on public roads.** Use track days or official events to push limits safely.

- **Invest in awareness, not just horsepower.** Knowing how your car responds in real conditions is more valuable than a 0-60 time.
- **Mentor young drivers.** Share knowledge with teens and new enthusiasts to build a more responsible next generation.

“Being passionate about cars doesn’t mean being careless. Respect for the machine starts with respect for the road,” Halem said.

About Eric Halem

Eric Halem is a **Stevie Award–winning entrepreneur**, former private security executive, and founder of **DRIVELA**, a luxury automotive experience company based in Los Angeles. A licensed pilot and lifelong motorsports enthusiast, Halem blends adrenaline with discipline in every venture he leads.

To read more, please visit: <https://www.erichalem.com/>

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Final Word:

You don’t need to be a pro driver to be a responsible one. Learn the limits. Train the right way. Make the road—and the track—a safer place for everyone.

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