



The Suburban Collection Announces Student Winners in 4th Annual Focus on the Road Video Contest

TROY, Mich. (June 2, 2021) – The Suburban Collection, representing 33 brands at more than 50 locations throughout Michigan, has announced the winners of its fourth annual Focus on the Road initiative – a video competition between high school students geared towards raising awareness about the dangers of distracted driving.

The goal for students is to conceptualize and produce a video that embodies how dangerous it can be to drive distracted. The Suburban Collection reviews the videos against pre-determined judging criteria focused on concept, creativity/originality, message content, impact and production quality to select three winners.

“Solving problems is part of The Suburban Collection’s core DNA,” said David Fischer, Jr., Group Vice President for The Suburban Collection. “The Focus on the Road video competition asks young drivers to be self-reflective and inspire others to practice safer driving habits. The Suburban Collection congratulates the winners for their creativity and thoughtful entries to encourage us all to place a greater ‘focus on the road.’”

The first-place winner was [Focus on the Road](#) created by Margaret Cubitt, Abby Williams and Ava Topacio of Troy Schools; Ethan Singer and Michael Gantz of Farmington Schools earned second place for [Think Twice Before Reaching for Your Phone While Driving](#), and the third-place award went to Landon Clark of Plymouth Schools for [Automobile Etiquette](#).

The prize amounts are:

- 1st place - \$2,500 cash prize
- 2nd place - \$1,500 cash prize
- 3rd place - \$1,000 cash prize

Additionally, the school district with the most student participation, based on the number of student videos submitted, was awarded a \$1,000 charitable donation. For the second year in a row, that prize went to Plymouth Schools.

“My kids are really excited,” said Janet Sutherland, video production teacher with Plymouth Schools. “The students will have a meeting and vote on what they think our class can best do with the money.”

Despite the challenges and uncertainties brought on by the pandemic affecting students and teachers this school year, The Suburban Collection received nearly 80 video project submissions from area school districts. More information about Focus on the Road is available at www.SuburbanFocusontheRoad.com.

About The Suburban Collection

The Suburban Collection – established in 1948 when Richard Fischer opened Suburban Motors as a single point Oldsmobile dealership in Birmingham, MI – represents 33 brands at more than 50 locations throughout Michigan and is supported by more than 2,500 team members. These locations, inclusive of dealerships and collision centers, offer a comprehensive array of sales, service and repair solutions.

In 2021, The Suburban Collection joined Lithia Motors, one of the largest providers of personal transportation solutions in the United States, operating more than 250 dealerships in 22 states. The acquisition brought together local and national leading companies with like values and missions. The teams are driven by the core principles: strive to **Earn Customers for Life, Improve Constantly** and **Build Trusting and Confident Relationships** while **Taking Personal Ownership** and **Having Fun** doing it to achieve the mission of **Growth Powered by People**.

For more information visit: www.SuburbanCollection.com

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