



RTA AND PEARSON VUE ENTER EXCLUSIVE PARTNERSHIP TO LAUNCH NEW DUBAI DRIVER TEST

MAY 2009

THE Road and Transport Authority of Dubai has announced a new partnership with computer-based testing leader Pearson VUE to deliver what it believes will be the world's most high-tech Driver Testing System.

From May 2009, Pearson VUE will handle all the test delivery aspects including:

- Candidate registration and payment
- Publishing the on-screen theory test on Pearson VUE's proven reliable software
- Ensuring test security at Dubai's network of test centres
- Managing and safeguarding candidate data
- Multilingual customer support
- Assessing candidates under live conditions in the practical element of the driving test.

Pearson VUE already delivers the world's largest computer-based testing programme, the Driver Theory Test for the UK, and has years of experience in administering large-volume, high-stakes, multi-site tests on a daily basis.

The Driver Training and Qualification Department, in collaboration with the Driver Licensing Department, is working with strategic partners to ensure improved service delivery to candidates and this project is the critical success factor to their efforts in increasing customer satisfaction.

Ali Al-Jassim, Director of the Licensing Department at the RTA, explains, "As well as being the first Arab nation to deliver a driving test as advanced as this, we are also very excited about the multilingual support element to Pearson VUE's service. Candidates applying for a Dubai driving licence will have the option of many different languages when going through the process, including English, Arabic and Urdu.

"We selected Pearson VUE as our testing partner above other bidders from across Europe and the Middle East because of their proven track record in reliably delivering tests of this nature."



Suzana Lopes, Pearson VUE VP - EMEA Sales and Marketing, adds:

“The Driver Testing System in Dubai will be one of the most technologically advanced testing programmes in the world thanks to the integration of in-car hardware and software into the test programme. CCTV cameras and tablet PCs will capture potential test data and create an even more accurate and reliable testing environment.

“Dubai has always prided itself on being a leader in the fields of technology and innovation, and we anticipate that the new Driver Testing System will set a very attractive example to neighbouring countries wishing to follow its lead.”

Ends.

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Notes to editors: Pearson VUE (www.pearsonvue.co.uk) is a global leader in computer-based testing for information technology, academic, government and professional testing programmes around the world. Pearson VUE provides a full suite of services from test development to data management, and delivers exams through the world's most comprehensive and secure network of test centres in 165 countries. Pearson VUE is a business of Pearson (NYSE: PSO; LSE: PSON), the international media company, whose businesses include the Financial Times Group, Pearson Education and the Penguin Group.