

WATCH OUT FOR DEER!!!

Reducing insurance costs is a matter of safe driving, avoiding damage to your car and avoiding liability for damage to others – both personal injury and property damage. An estimated 1.5 million deer-vehicle collisions happen each year in the United States, causing more than 150 fatalities and \$1.1 billion in property damage.

Deer populations are growing and deer habitat is being displaced by urban sprawl, making it a deadly combination. The deer population in the United States today is greater than it was 200 years ago, primarily because of the dramatic decline in natural predators. Indeed, as these statistics suggest, the automobile is the deer's most dangerous "predator!"

To avoid deer-vehicle collisions:

- Be aware of posted deer crossing signs, which indicate active deer crossing areas.
- Use high-beam headlamps at night as much as possible to illuminate the side of the road where deer can linger.
- Be aware that deer move together so another might not be far away.
- Do not rely on car-mounted "deer whistles." Studies suggest they may not work.
- If a collision seems inevitable, it may be best not to swerve. The risk of personal injury is greatly increased by swerving, which can place you in the path of oncoming traffic.

Source: Insurance Institute for Highway Safety