

What is Toward Zero Deaths?

Toward Zero Deaths (TZD) is a statewide safety campaign based on the national strategy on highway safety intended to influence driver behavior and improve safety. With more than 35,000 fatalities occurring on U.S. highways each year, roadway safety remains one of the most challenging issues facing Michigan, and the nation. Turn this card over for Michigan's statewide fatality and serious injury statistics since 2008.

Be a champion in supporting TZD and the safety culture in Michigan. Go to **www.towardzerodeaths.org** to become a TZD participant.



Toward Zero DeathsTM
National Strategy on Highway Safety

To learn more about Michigan's efforts, go to
www.michigan.gov/zerodeaths.

Michigan Roadway Crash Statistics

Year	Fatalities	Serious Injuries	Total
2008	980	6,725	7,705
2009	871	6,511	7,382
2010	937	5,980	6,917
2011	889	5,706	6,595
2012	936	5,676	6,612
2013	951	5,283	6,234
2014	876	4,909	5,785
2015	963	4,865	5,828

Sign up at www.michigan.gov/zerodeaths for weekly e-mails, including information on:

- How Michigan is doing in reaching statewide safety goals,
- New initiatives aimed at reaching TZD, and
- Weekly updates on the number of fatalities and serious injuries occurring statewide on Michigan roadways.

Stay Safe, Drive Smart.