900 people die on Michigan's roadways each year

What would be your goal for Michigan?

Toward Zero Deaths

What would be a good goal for your family?

What should be the goal for everyone?

Driver behavior factors into nearly 90% of all fatal crashes

What can you do to help move Michigan Toward Zero Deaths?

Do not drive distracted
Do not drive while drowsy
Do not drive impaired
Lower speed and drive cautiously during bad weather conditions
Always use your seatbelt

Toward Zero Deaths
National Strategy on Highway Safety

www.towardzerodeaths.org

MDOT
Michigan Department of Transportation

www.michigan.gov/zerodeaths