

WHAT CAN YOU DO?

- Stay aware, awake, alert, and sober.
- Seat belts are your best defense in any collision.
- Be especially alert in fall and spring, but keep in mind that vehicle-deer crashes occur every season.
- Watch for deer crossing signs.
- Deer frequently travel in groups. If you see one deer, slow down. Chances are there are others nearby.
- Be especially alert for deer at dawn and dusk.
- Don't rely on gimmicks. Flashing your high-beam headlights or honking your horn won't deter deer.

IF A CRASH IS UNAVOIDABLE

- Don't swerve.
- Brake firmly.
- Hold onto the steering wheel.
- Stay in your lane.
- Bring your vehicle to a controlled stop.

MOTORCYCLISTS

- Be alert for deer whenever you ride. Deer crashes happen in urban, suburban, and rural areas.
- Slow down. Decreasing speed gives a motorcyclist more time to spot an animal and react.
- Cover the brakes to reduce reaction time.
- Use high beam headlights and additional driving lights when possible.
- If riding in a group, spread out riders in a staggered formation. If one rider hits a deer, this will lessen the chance that other riders will be involved.
- Wear protective gear at all times.

Buckle Up
Stay Alert
Slow Down



This material was developed through a project funded by the Michigan Office of Highway Safety Planning and the U.S. Department of Transportation.

Watch for Deer all Year

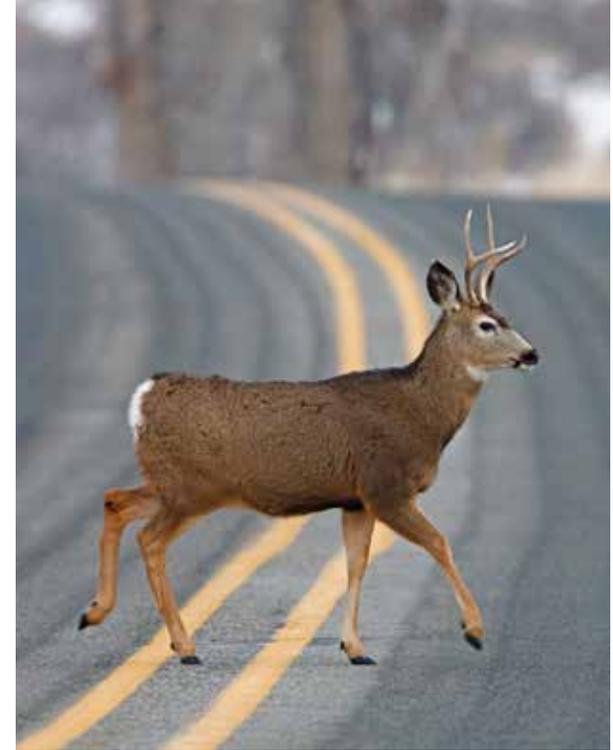


Don't veer for deer.



DEATHS AND INJURIES

- On average, vehicle-deer crashes result in 12 motorist fatalities each year. A majority of those killed are motorcyclists.
- More than 71 percent of motorcycle-deer crashes involve an injury.
- Knowing how to react to deer on or next to the road is critical to the safety of drivers and their passengers. Statistics show that in most vehicle-deer crashes, deaths and injuries occur when drivers veer from their lane, hitting another vehicle or fixed object, such as a tree. The best strategy is to brake firmly while staying in your lane, even if it means you are going to hit the deer. Hitting the deer is often the safest action.



YEAR-ROUND PROBLEM

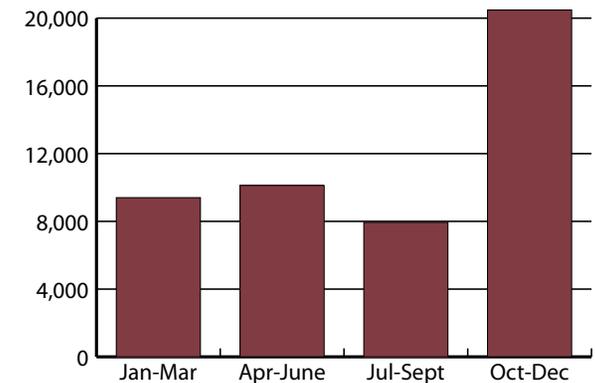
Vehicle-deer crashes deserve the attention of the motoring public. Every year in Michigan, vehicle-deer crashes take the lives of drivers and/or their passengers. These crashes also cause thousands of severe injuries and result in hundreds of millions of dollars in damages.

- About 48,000 vehicle-deer crashes occur each year in Michigan. As many as half of all vehicle-deer crashes may not be reported, so the actual number is likely much greater.
- The deer herd is 1.8 million strong.
- The largest number of deer crashes occur in autumn.
- Vehicle-deer crashes are a \$130 million a year problem in Michigan.
- The average crash results in insurance claims of \$4,300.



WATCH FOR DEER

Motor Vehicle-Deer Crashes by Quarter
2013-2017 Average



- More than 75 percent of vehicle-deer crashes occur on two-lane roads between dusk and dawn.
- The problem is not going away. There has been rapid development in previously rural areas and the deer herd has grown four times larger statewide and more than 10 times larger in southern lower Michigan since 1970.