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# *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 an estimated 39,345 fatalities on U.S. highways in 2024, 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 2016.

**Be a champion in supporting TZD and the safety culture in Michigan.**



**Toward Zero Deaths™**  
National Strategy on Highway Safety



To learn more about Michigan's efforts, go to  
***[www.Michigan.gov/ZeroDeaths](http://www.Michigan.gov/ZeroDeaths)***.

## Michigan Roadway Crash Statistics

Year	Fatalities (K)	Serious Injuries (A)	Total (K + A)
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
2020	1,083	5,433	6,516
2021	1,131	5,979	7,110
2022	1,123	5,782	6,905
2023	1,095	5,816	6,911
2024	1,099	5,781	6,880

Sign up at [www.Michigan.gov/ZeroDeaths](http://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.**