



Deer-related car crashes in Michigan costly, dangerous, deadly, and increasing

There is a deer-car crash every 9 minutes in Michigan! 1,700 injuries, 9 fatalities, \$130 Million damage.

Deer hunting season in Michigan is among our most sacred outdoor traditions. Deer are an important resource; at the same time, with expanding populations and urban sprawl, they've become a serious safety hazard for Michigan drivers.

Are You at Higher Risk?

DEER-RELATED wrecks were up nearly six per cent last year. With the deer population continuing to grow due to urban sprawl, the risk to Michigan drivers will continue to rise in coming years.

ARE YOU in a higher risk county (more than 1,000 incidents in a year)?

- Allegan
- Barry
- Branch
- Calhoun
- Clinton
- Delta
- Eaton
- Genesee
- Hillside
- Huron
- Ingham
- Ionia
- Isabella
- Jackson
- Kalamazoo
- Kent
- Lapeer
- Livingston
- Mecosta
- Montcalm
- Oakland
- Ottawa
- Sanilac
- Washtenaw

Beat the odds and stay safe...

- Stay aware, awake, and sober.
- High risk times are dusk & dawn, spring & fall.
- Watch for Deer Crossing signs and speed limit signs.
- If you see one, be vigilant; deer are herd animals.
- A safety belt is your best protection from injury.
- "Deer Whistles" are proven ineffective.

If a crash is unavoidable...

- Don't swerve. Brake firmly. Stay in your lane. Hold onto the steering wheel. Bring your vehicle to a controlled stop. Pull off the road and turn on your 4-way flashers.
- Report the crash to police and your insurance agent. Car-deer crashes are typically covered under the comprehensive portion of your policy.



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