



Loss Control Safety Techniques



Deer Crossing - Warning!

As we see the leaves changing and the mornings becoming more crisp and cool, it is clear fall is making its entrance. With the change in season comes deer breeding season, and the deer will be active and moving at all times of the day and night. At this time of year, you will be likely to see these animals anywhere and everywhere – not just around cornfields and wooded areas.



One million deer, moose, turkey, raccoons and other animals are hit by cars every day in the United States. That is a rate of one every 11.5 seconds. As a driver, you are likely to have the opportunity to interact with one of these lovely creatures, so it is best to be prepared and at the ready to react.

Driving Tips:

- Do not swerve to miss a deer. You may lose control of your vehicle and make an already bad situation much worse.
- While you are likely to see deer at any time, please be particularly cautious during the dawn and dusk hours.
- Be aware of your surroundings at all times, but pay particular attention to areas that have “Deer Crossing” signs. They are posted in those locations for good reason.
- Again, if it looks like you are going to hit a deer, then hit it. It is much better to have your vehicle in control and hit the deer than trying to maneuver to miss it. Doing so may result in losing control and ending up in a ditch or hitting an oncoming vehicle.

The Numbers:

- \$2,000 – the average minimum cost for repairing a vehicle after a collision with a deer
- 225 – the average annual number of human deaths resulting from vehicle vs. deer accidents
- 90% - the estimated annual percentage of vehicle vs. animal accidents involving deer

In the time it took you to read this bulletin, there were approximately eight vehicle versus deer accidents. They are inevitable, and you are likely to be involved in one of them at some time in your driving career. Be prepared and ready to react.

Driving safety – particularly relating to vehicle versus animal situations – is no accident. Be safe. Take note of the topics and recommendations discussed in this bulletin. We encourage you to put them into practice – doing so helps ensure your safety. It is the philosophy of Frankenmuth Insurance and your Independent Insurance Agent to provide services that give policyholders peace of mind. At Frankenmuth Insurance, we truly are *with you all the way*.

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