

Crashes Are No Accident

6,420,000 auto accidents in the United States in a year.
98% of crashes are caused by human error.
Every 5 seconds a car crash occurs.



The cost?

\$230 Billion dollars annually in the U.S.

The average company pays \$740 for every employee each year in off-the job injuries including cost associated with absenteeism, health care and productivity and unscheduled work interruptions.

Top Six Human Driver Errors

1. Failure to wear a seatbelt
 - a. Every hour someone dies in the U.S. because they were not wearing a seatbelt.
 - b. Seat belts save lives...
~15,000 a year.
2. Excessive speeding
 - a. When speed increases from 40 mph to 60 mph, the energy released in a crash more than doubles
3. Distraction/inattentiveness - eating, drinking, smoking, radio, cell phone.
 - a. Drowsy drivers account for about 100,000 accidents every year in the United States
4. Incorrect assumptions about other drivers
5. Tailgating/not leaving enough space between vehicles
6. Not checking traffic before pulling out or crossing lanes

115 people die every day in vehicle crashes in the United States...

one death every 13 minutes.

It is the leading cause of death ages 1-35