



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

There is a deer-car crash every nine minutes in Michigan; that's nearly 60,000 incidents a year with \$130 million in damage, 1,700 injuries, and 9 fatalities.

Deer hunting season in Michigan is among our most widely observed outdoor traditions. Deer are an important resource for the state. At the same time, between expanding populations and the encroachment of urban sprawl into the deer's natural habitat, they've become a serious safety hazard for Michigan drivers.

Put the Odds Back in Your Favor

- Stay aware, awake, and sober
- Car-deer crashes occur all year, but are more likely during spring and fall, and at dusk and dawn.
- Deer are creatures of habit. Pay attention to deer crossing and speed limit signs. They are installed at known deer crossing areas to alert you.
- Deer are herd animals, and frequently travel single file. If you see one whitetail, watch for others.
- Wear a safety belt. It is your best defense against injury in any roadway crash.
- "Deer whistles" have been proven ineffective in warding off deer.

If a Crash is Unavoidable...

- Don't swerve. Brake firmly, stay in your lane, hold onto the steering wheel, and bring your vehicle to a controlled stop.
- Pull off the road. Turn on your emergency flashers and be cautious of other traffic if you leave your vehicle.
- Don't try to remove a deer from a roadway unless you are convinced it is dead. An injured deer's hooves can injure you.
- Report the crash to the nearest police and your insurance agent. Car- deer crashes are typically covered under the comprehensive portion of your policy.

Are You at Higher Risk?

ESTIMATES suggest Michigan is home to 1.8 million deer, a 400% increase since 1970. 350,000 deer roam the UP, 500,000 are in northern lower Michigan, and 900,000 live in southern lower Michigan.

MICHIGAN ranks second only to Pennsylvania among the 10 US states reporting the highest deer-related wrecks and more than half of total deer claims.

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.

THE AVERAGE car-deer crash results in about \$2,000 in damage, usually to the front end, often leaving the vehicle undriveable.

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

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

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