



DEER-VEHICLE COLLISIONS

Don't Hit a Buck with Your Truck

MOST DEER-VEHICLE COLLISIONS OCCUR BETWEEN



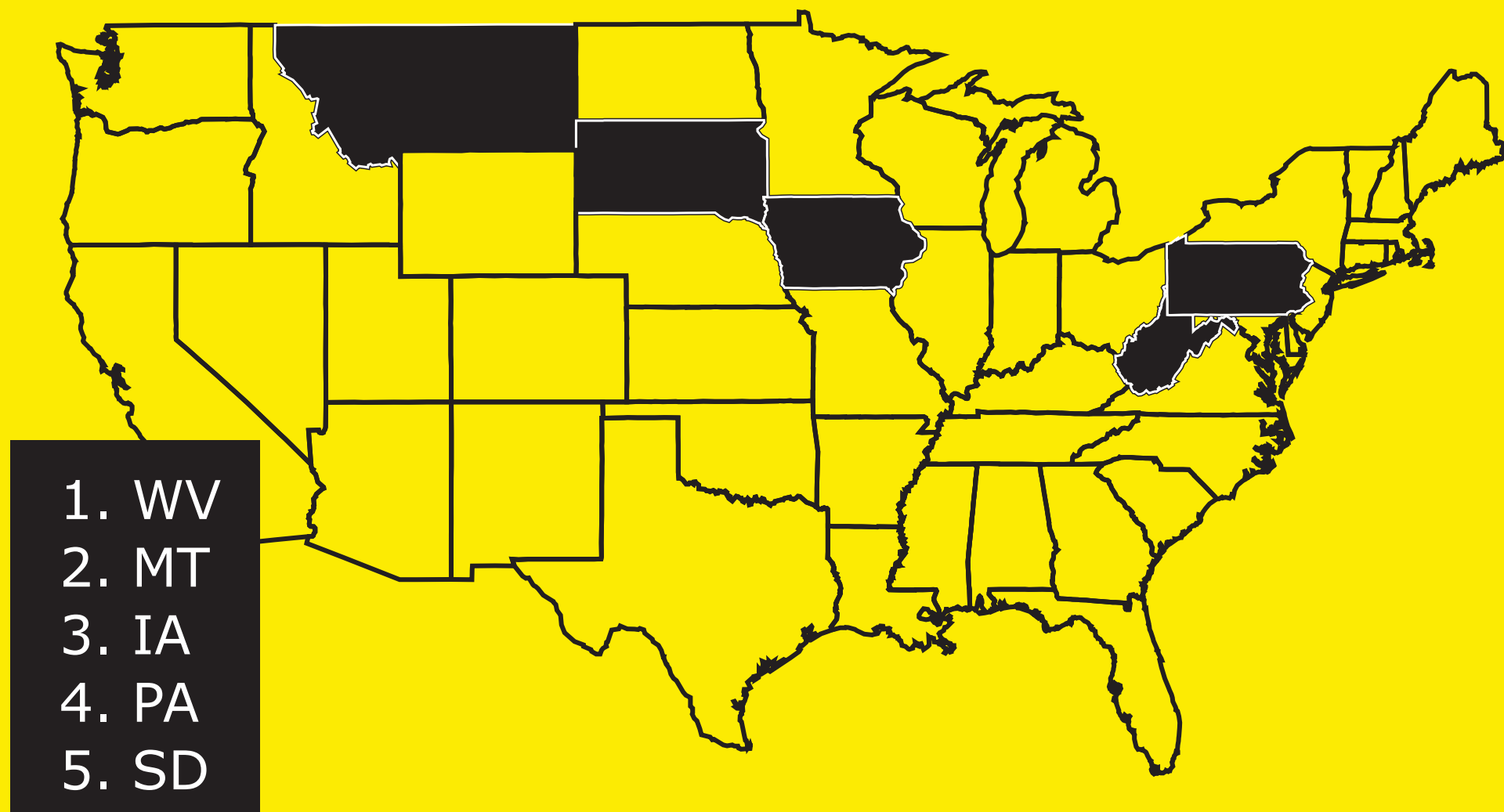
HIGHEST OCCURENCES IN NOVEMBER
DURING DEER MIGRATION AND MATING SEASON



AVERAGE NUMBER
OF DEER-VEHICLE
COLLISIONS PER YEAR

1.23
MILLION

TOP 5 STATES WITH THE MOST CLAIMS FOR DEER COLLISIONS



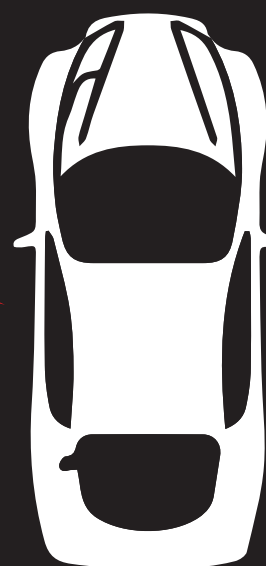
POSITION OF ANIMAL-STRIKE CLAIMS

87% FRONT
OF VEHICLE

DRIVER SIDE

7%

5%
PASSENGER
SIDE



AVERAGE
INSURANCE CLAIM

\$3,305



1% REAR

AVERAGE COSTS ASSOCIATED WITH DEER-VEHICLE COLLISIONS PER YEAR

\$4 BILLION



TIPS TO HELP AVOID A CRASH:

- Vehicle-deer crashes occur year-round, but be especially alert in spring and fall.
- Be alert, especially at dawn and dusk. If you see one, slow down.
- Stay aware, awake and sober.
- Signs at deer crossing areas alert you of the possible presence of deer.
- Deer are herd animals and frequently travel in single file. If you see one deer cross the road, chances are there are more waiting.
- Use high-beams at night if there is no oncoming traffic. The lights illuminate deer eyes.
- Don't rely on gimmicks, flashing your high-beam headlights or honking your horn to deter deer.



IF A CRASH IS UNAVOIDABLE:

- Don't swerve. Brake firmly, 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 exit your vehicle.
- Report the crash to the nearest police agency and your insurance company.
- Do not try to assist the deer.