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FOR IMMEDIATE RELEASE

Deer-Vehicle Collisions On the Rise

The Professional Insurance Agents of Wisconsin offer the following tips for avoiding a deer collision.

MADISON, Wisconsin (October 10, 2007) – According to the Insurance Institute for Highway Safety there are an estimated 1.5 million deer-vehicle collisions annually in the United States, causing more than 150 fatalities and \$1.1 billion in property damage.

“Deer-vehicle collisions rose almost six percent from last season,” says Ron Von Haden, CIC, Executive Vice President of the Professional Insurance Agents of Wisconsin (PIAW). “Although the risk of a deer collision increases significantly from October through December when there is more movement in the deer population, the main reasons for the collisions are the growing deer populations and decreased deer habitat due to urban sprawl.”

When you are traveling the highways of Wisconsin this fall, remember:

- Deer often move in groups. If you see one, there are probably more close by.
- High-beam headlights better illuminate the eyes of deer. Use them when you can.
- The highest risk times for deer-vehicle collisions are from sunset to midnight and during the hours shortly before and after sunrise.
- Be especially alert when moving through deer-crossing zones, in areas known to have a large deer population and in areas where roads divide agricultural fields from forestland.

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- Do not rely on devices such as deer whistles, as they have not been proven to reduce collisions.
- Review your auto insurance policy with your professional independent agent to ensure it is up to date and that you will be covered in the event of a collision.

If a deer does appear in or near your path,

- Slow down and blow your horn with one long blast to frighten the deer away.
- Brake firmly, but stay in your lane. Your chances are a lot better if you hit the deer.
- If you hit a deer, pull well off the road and turn on your emergency flashers.
- Even if you are uninjured and your car is drivable, notify the police if the animal remains in the road.
- Don't try to remove a deer from the road unless you are sure that it is dead. A frightened and wounded deer can hurt you or further injure itself.
- Report the incident to your insurer. Damage from a deer collision is typically covered by the comprehensive portion of your auto insurance policy

To locate a PIA member near you, look for the PIA logo or go to www.PIAW.org.

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