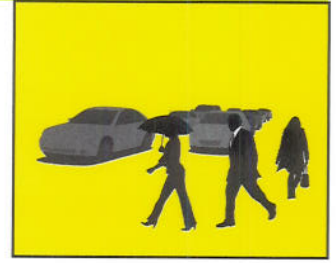


SHARE THE ROAD

Pedestrian Safety

Drivers hit pedestrians an average of once every 8 seconds in the U.S.
Take a look at these facts you should know before getting behind the wheel.

It is your legal responsibility to avoid hitting pedestrians while you drive.
The most common reason pedestrians are hit by drivers is simply that the driver fails to yield to someone crossing the street. Be careful to avoid hitting a pedestrian whether they are crossing legally or not.



Distracted driving

You run the greatest risk of hitting a pedestrian when you are distracted.

Common distractions include:

- Talking on a cell phone or text-messaging
- The audio system (choosing music or radio stations, sound is too loud, etc.)
- Eating
- Focusing on passengers



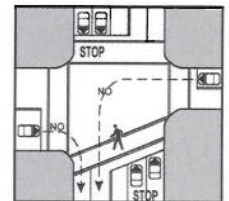
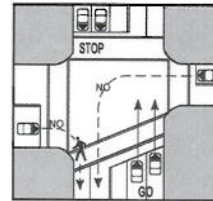
Out of sight . . .

Keep in mind that most collisions involving vehicles and pedestrians happen at night, when it is more difficult for a driver to see pedestrians. Sun glare and severe weather can also impair visibility. Drive slower in these conditions.



Turning

When you're preparing to turn at an intersection, scan the street for pedestrians before beginning your turn. Too often, drivers turning left fixate on the oncoming traffic and don't check for crossing pedestrians.



Anticipate

Every intersection is a legal crosswalk. Expect pedestrians at intersections and be prepared to stop.

When approaching a stopped vehicle from behind, don't pass until you are sure no pedestrians are crossing.



Be mindful of pedestrians using a service animal or a white cane; they have absolute right-of-way and you must yield to them.



Use extreme caution in residential areas and near schools and playgrounds; children could run onto the road without warning. Drive slower than required in these areas and be ready to stop quickly.