

KNOW THE RISKS & FACTS

KNOW THE RISKS

According to the Insurance Institute for Highway Safety (IIHS), **20% of all reported vehicle crashes occur in parking lots**. Since many parking lot collisions involve only property damage, many often go unreported, so the real number is most likely much higher.

KNOW THE FACTS



According to the National Highway Traffic Safety Administration (NHTSA) Traffic Safety Facts Report, **an estimated 95,000 people were injured and an estimated 2,125 people were killed in non-traffic crashes**. "Non-traffic" refers to anything that happens off public roads or highways, generally in parking lots or driveways.



According to Kids and Cars (a non-profit child safety advocacy group) **at least 50 children are backed over every week** in the U.S. In addition, from 2013-2017, **32% of child non-traffic fatalities were due to backovers**.



All vehicles have blind zones—the area behind the vehicle that a person cannot see from the driver's seat. The blind zone is affected by the length of the vehicle and the height of the driver. Pickups, SUVs and minivans have larger blind zones than passenger cars.

PARK AND BACK SAFELY

YOUR DECISIONS DRIVE YOUR SAFETY