Employers pay for crashes that happen both on and off the job.

THE COST OF CRASHES TO EMPLOYERS

$72.24 BILLION in 2018 dollars

$39.02 billion for on-the-job crashes

$33.22 billion for off-the-job crashes

SEE TABLE 2 IN THE COST OF MOTOR VEHICLE CRASHES TO EMPLOYERS—2019™
Road safety programs help employers control costs and can make roads safer for everyone.
According to NHTSA, for front-seat occupants, wearing a seat belt reduces risk of serious injury or death by about 50%.
The Cost of a Crash by Severity

A fatal crash is 10X more costly on average than a non-fatal injury, which is 14X more costly on average than a property damage only (PDO) crash.

- **Fatality**: $751,382
- **Non-fatal injury**: $75,176
- **Property damage only (PDO)**: $5,483

Wearing a seat belt could be the difference between a fatal crash and one resulting in a non-fatal injury. Wearing a seat belt could turn a crash with a non-fatal injury into a PDO crash.

See Table 4 in The Cost of Motor Vehicle Crashes to Employers—2019™

Wearing a seat belt saves lives, reduces injuries and is good business, too.
Report: **COST OF MOTOR VEHICLE CRASHES TO EMPLOYERS—2019™**

Use this report to develop a business case to justify investments in a road safety program for occupational fleet drivers and ALL employees.

![Diagram](image)

This report was developed for NETS by the Pacific Institute for Research and Evaluation (PIRE) through a cooperative agreement with the National Highway Traffic Safety Administration (NHTSA) to help employers calculate the costs of crashes to their businesses.

**DOWNLOAD THE REPORT**

Cost of Motor Vehicle Crashes to Employers—2019™ >

**USING THE REPORT TO CALCULATE YOUR COSTS OF CRASHES**

A fleet of 1,000 vehicles averages costs of $1,096,600 per year for property damage alone.

*PER ELEMENT FINANCIAL (FORMERLY PHH), 20% OF A FLEET IS INVOLVED IN A CRASH ANNUALLY*

A single non-fatal injury crash has an average cost of $75,176.

SEE TABLE 4 IN THE COST OF MOTOR VEHICLE CRASHES TO EMPLOYERS—2019™
Investing in road safety can reduce your crash rate by 50% or more.

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### PROPERTY DAMAGE ONLY COSTS FOR A FLEET OF 1,000 VEHICLES

<table>
<thead>
<tr>
<th></th>
<th>Pre-fleet safety investment cost</th>
<th>Portion of fleet involved in a collision</th>
<th>Post-fleet safety investment cost</th>
<th>Potential annual savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>NETS Member A</td>
<td>$1,096,600</td>
<td>10%</td>
<td>$548,300</td>
<td>$548,300</td>
</tr>
<tr>
<td>NETS Member B</td>
<td>$1,096,600</td>
<td>6%</td>
<td>$328,900</td>
<td>$767,700</td>
</tr>
</tbody>
</table>

1. $1000 vehicles x 0.2 x $5483 (PDO costs per vehicle) = $1,096,600
2. $1000 vehicles x 0.1 x $5483 = $548,300
3. $1000 vehicles x .06 x $5483 = $328,980

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Road safety programs can reduce the costs of crashes and can also lower the average number of crashes.
HOW TO DEVELOP A ROAD SAFETY PROGRAM

For All Employees
Start with a proven employee-wide seat belt use campaign

- Low cost, easy to implement
- Minimal administrative time
- Only 6 weeks to conduct
- FREE toolkit with all materials

Case Study:
https://2seconds2click.org/

Coca-Cola Refreshments, Bismarck, ND

54% Seat belt use pre-campaign

84% Seat belt use post-campaign

For Fleets:

Download NETS’ FREE Comprehensive Guide to Road Safety™

For companies with new, developing or advanced road safety programs
- For fleets of all sizes
- For all vehicle types
- Global applicability
FOR MORE INFORMATION
Contact Susan Gillies, NETS, at sgillies@trafficsafety.org

ADDITIONAL RESOURCES

The NETS Guide to Defensive Driver Training™
available FREE at www.trafficsafety.org

The NETS STRENGTH IN NUMBERS® Fleet Safety Benchmark Program at www.trafficsafety.org

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