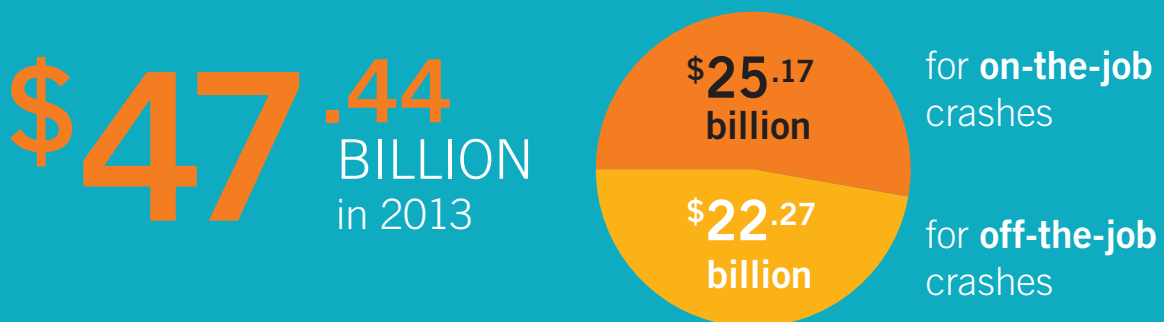


Report: Cost of Motor Vehicle Crashes to Employers—2015™

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

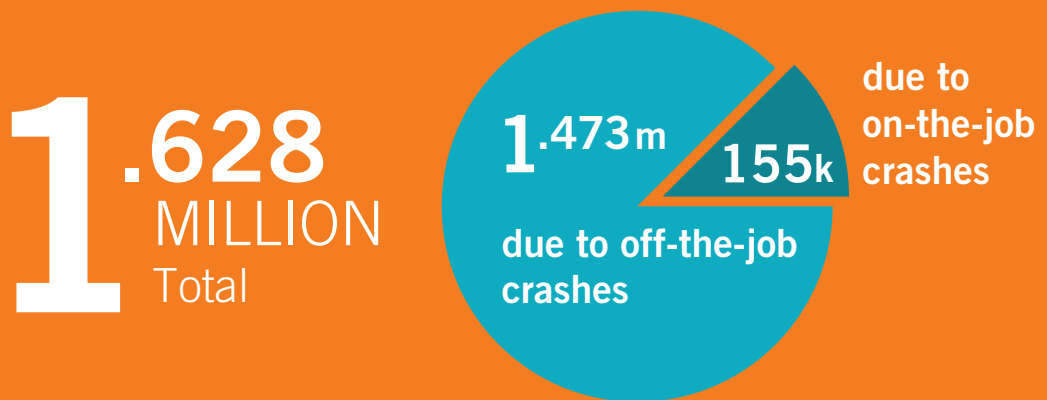
THE COST OF CRASHES TO EMPLOYERS



SEE TABLE 2 IN THE COST OF MOTOR VEHICLE CRASHES TO EMPLOYERS—2015™

CRASHES COST EMPLOYERS WHENEVER THEY OCCUR

Lost Work Days



SEE TABLE 1 IN THE COST OF MOTOR VEHICLE CRASHES TO EMPLOYERS—2015™

**Road safety programs help employers
control costs and can make roads safer
for everyone.**

DRIVER BEHAVIOR HAS A DIRECT EFFECT ON EMPLOYER CRASH COSTS



SPEEDING

\$8.4

BILLION



**DISTRACTED
DRIVING**

\$8.2

BILLION



ALCOHOL

\$6

BILLION



**NOT WEARING
SEAT BELT**

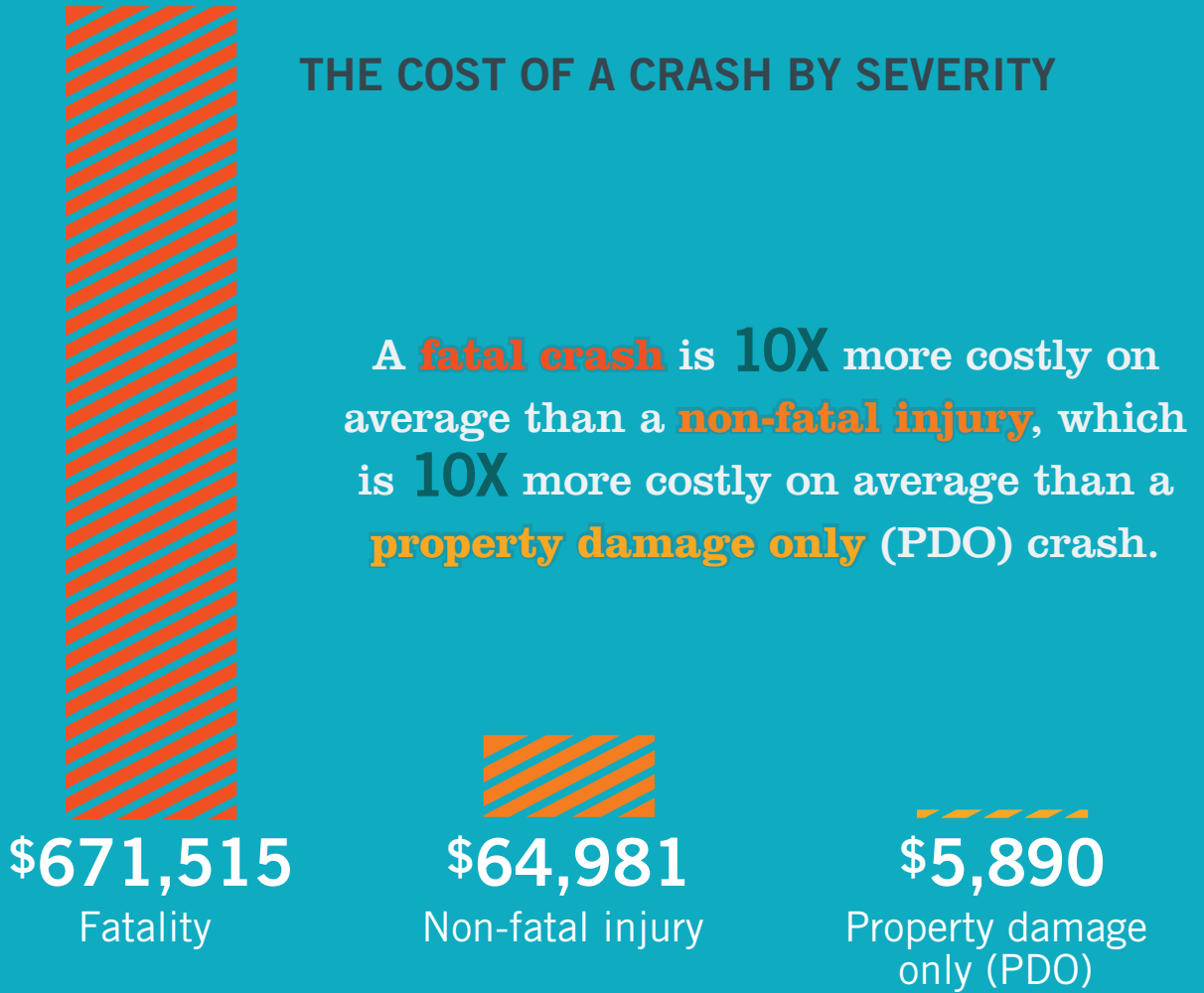
\$4.9

BILLION

SEE TABLES 9, 8, 7 and 5 IN THE COST OF MOTOR VEHICLE CRASHES TO EMPLOYERS—2015™

**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



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—2015™

Wearing a seat belt saves lives, reduces injuries and is good business, too.

Report: COST OF MOTOR VEHICLE CRASHES TO EMPLOYERS—2015™

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



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

DOWNLOAD THE REPORT

Cost of Motor Vehicle Crashes to Employers—2015™ >

USING THE REPORT TO CALCULATE YOUR COSTS OF CRASHES

A fleet of 1,000 vehicles averages costs of **\$1,178,000** 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 **\$64,981**.

SEE TABLE 4 IN THE COST OF MOTOR VEHICLE CRASHES TO EMPLOYERS—2015™

**Investing in road safety can reduce
your crash rate by 50% or more.**

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

	Pre-fleet safety investment cost ¹	Portion of fleet involved in a collision	Post-fleet safety investment cost	Potential annual savings
NETS Member A ⁴	\$1,178,000	10%	\$589,000 ²	\$589,000
NETS Member B ⁴	\$1,178,000	6%	\$353,400 ³	\$824,600

¹ 1000 vehicles x 0.2 x \$5890 (PDO costs per vehicle) = \$1,178,000

² 1000 x 0.1 x \$5890 = \$589,000

³ 1000 x .06 x \$5890 = \$353,400

⁴ Actual examples from the NETS 2014 STRENGTH IN NUMBERS® Fleet Safety Benchmark

**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



2seconds2click.org

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

Case Study

Coca-Cola Refreshments Bismarck, ND

54%

Seat belt use pre-campaign



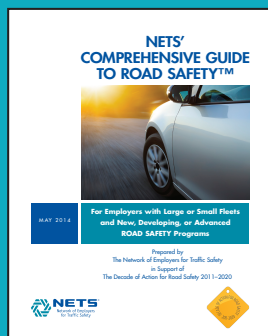
84%

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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344 Maple Avenue West #357 Vienna, VA 22180

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