

DEER SAFETY WHILE DRIVING

Why It Matters

Deer-related crashes are most common in the fall (especially October–December) and during early morning and evening hours. Collisions can cause serious injury to drivers, passengers, and wildlife, as well as major vehicle damage.

Key Safety Tips

Stay Alert in High-Risk Areas

Watch for Deer Crossing signs and slow down when driving near wooded areas, fields, or rural roads.

Use Extra Caution at Dawn and Dusk

Deer are most active during these times. Increase your following distance and scan the road shoulders.

Look for Groups

Deer rarely travel alone. If you see one, expect more nearby.

Avoid Swerving

If a deer is in your path, brake firmly, stay in your lane, and keep control of your vehicle. Swerving can lead to worse collisions.

Use High Beams Wisely

When safe, use high beams at night to improve visibility. Watch for the reflection of deer eyes.

If a Collision Is Unavoidable

- Hold the steering wheel firmly.
- Brake steadily and stay in your lane.
- After impact, pull safely off the road, turn on hazard lights, and call for assistance.

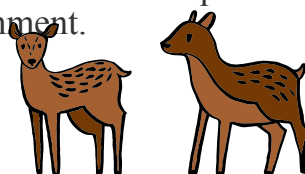
“Don’t Veer for Deer” – it’s safer to brake and hit the animal than to swerve and risk a serious crash with another car, a tree, or a ditch.

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