



5 WAYS PROACTIVE DRIVING CAN SAVE YOUR LIFE

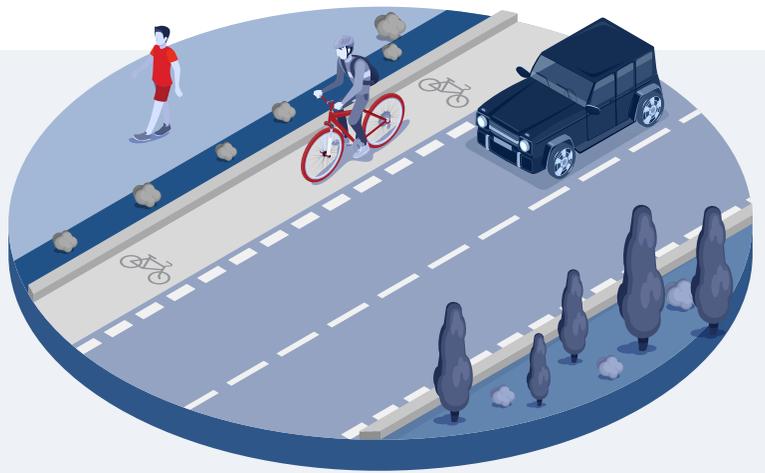
FROM

DISTRACTED DRIVERS

TO WILD WEATHER,

there are many dangers on the road that can seem to be out of our control. But did you know proactive driving can help you avoid these “dangers” and potentially save your life?

THAT'S BECAUSE PROACTIVE DRIVING HELPS YOU...



1

RECOGNIZE THE WARNING SIGNS OF DANGER

Looking at the road and knowing *what* to look for can make all the difference. For instance, you want to be able to spot potential danger ahead, such as the sudden opening of a parked car door. Proactive driving helps you identify problems and avoid potential collisions before they happen.

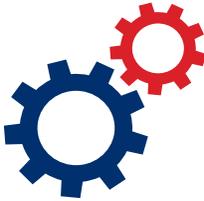
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ANTICIPATE THE ACTIONS OF OTHERS ON THE ROAD

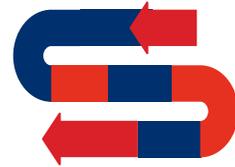


Driving proactive

means considering and predicting the needs and behaviour of others on the road – be it other drivers, cyclists or pedestrians.



In 2015, drivers represented nearly half of all fatalities, with pedestrians accounting for about 15%.ⁱ



Driving proactively teaches us to act before they do to **avoid conflict.**

3



PLAN TO AVOID HAZARDS

Once you know how to spot potential problems on the road, you can better **plan how to respond**. This is so important – consider how rear-ending was identified as the initial impact in nearly **10,000 collisions** in Ontario in 2016,ⁱⁱ according to preliminary data.

And in B.C., high-risk driving, which includes behaviour such as following too closely, was a contributing factor in **126 deaths** in 2015 alone.ⁱⁱⁱ



4

ALWAYS HAVE AN OUT

In 2014, there were an average of

601.7 INJURIES

and

7.4 FATALITIES

per 100,000 licensed drivers in Canada.^{iv}

Proactive driving means positioning your vehicle properly in traffic to always have an escape route available so you don't become a statistic.

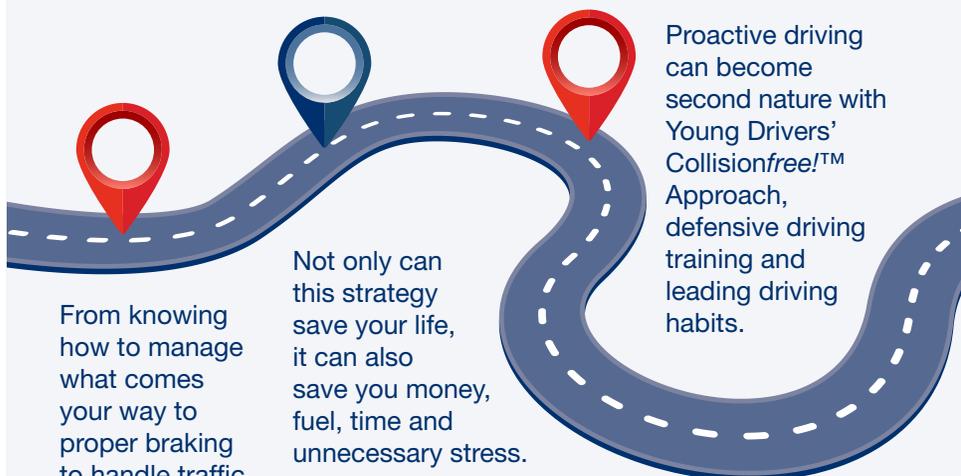
5

BE IN CONTROL

From knowing how to manage what comes your way to proper braking to handle traffic, proactive driving helps you take control.

Not only can this strategy save your life, it can also save you money, fuel, time and unnecessary stress.

Proactive driving can become second nature with Young Drivers' Collisionfree!TM Approach, defensive driving training and leading driving habits.



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ⁱCanadian Motor Vehicle Traffic Collision Statistics 2015, "Transport Canada, (2011): 3, https://www.tc.gc.ca/media/documents/roadsafety/Canadian_Motor_Vehicle_Traffic_Collision_Statistics_2015-EN.pdf | ⁱⁱRoad Safety Research Office, "Preliminary 2016 Ontario Road Safety Annual Report Selected Statistics" Ministry of Transportation, (2016): 2, <http://www.mto.gov.on.ca/english/publications/pdfs/preliminary-2016-or-sar-selected-statistics.pdf> | ⁱⁱⁱ"Quick Statistics," ICBC, (2017): 19, <http://www.icbc.com/about-icbc/newsroom/Documents/quick-statistics.pdf> | ^{iv}"Canadian Motor Vehicle Traffic Collision Statistics 2014," Transport Canada, (2016): 4, https://www.tc.gc.ca/media/documents/roadsafety/cmvtcs2014_eng.pdf.