

Deer are everywhere!

- There are over 15,000 deer-vehicle crashes in NJ each year.
- A deer crash can happen anytime — but half occur from October through December, and three quarters happen from dusk to dawn.
- Deer crashes can occur almost anywhere outside of dense urban areas.
- Many deer crashes occur on 2-lane roads with no median.
- Every year, deer crashes in New Jersey cause millions of dollars in vehicle damage, injuries, and even deaths.

Reduce your risk!

- **Slow down** — if you see one deer, more may follow.
- **Don't swerve** — If a crash is unavoidable, brake firmly and stay in your lane.
- **Keep headlights clean and aligned** — Use high beams when possible.
- **Always buckle up** — It could save your life.

www.njdeercrash.org



**New Jersey
Deer Vehicle
Crash
Coalition**

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- North Jersey Transportation Planning Authority
- NJ Office of the Attorney General –
Division of Highway Traffic Safety

Illustration Michael Rothman



Watch for deer!

Whenever you are behind the wheel, but particularly . . .

- **Dusk to Dawn**
- **On Rural and Suburban Roads**
- **Fall Mating Season**
(October through December)