

1. Report No. UMTRI-2006-26		2. Government Accession No.		3. Recipient's Catalog No.	
4. Title and Subtitle Traffic Safety in the U.S.: Re-examining Major Opportunities				5. Report Date August 2006	
				6. Performing Organization Code 383818	
7. Author(s) Sivak, M., Luoma, J., Flannagan, M.J., Bingham, C.R., Eby, D.W., and Shope, J.T.				8. Performing Organization Report No. UMTRI-2006-26	
9. Performing Organization Name and Address The University of Michigan Transportation Research Institute 2901 Baxter Road Ann Arbor, Michigan 48109-2150 U.S.A.				10. Work Unit no. (TRAIS)	
				11. Contract or Grant No.	
12. Sponsoring Agency Name and Address The University of Michigan Strategic Worldwide Transportation 2020				13. Type of Report and Period Covered	
				14. Sponsoring Agency Code	
15. Supplementary Notes The current members of Strategic Worldwide Transportation 2020 include Continental Teves, Ford Motor Company, and Toyota Motor Engineering and Manufacturing North America. Additional support for this research was received from ArvinMeritor, Autoliv, IBM, TRW, and Visteon. Information about Strategic Worldwide Transportation 2020 is available at: <a href="http://www.umich.edu/~umtriswt">http://www.umich.edu/~umtriswt</a>					
16. Abstract <p>This report examines five major road-safety risk factors: exceeding posted speed limits, not using safety belts, driving while intoxicated, nighttime driving, and young drivers. The importance of each of these factors is documented, known effective countermeasures (both policy and technology based) are discussed, and impediments to the implementation of these countermeasures in the U.S. are examined.</p> <p>Based on current understanding of the five major risk factors, and of the available countermeasures, there appear to be a variety of opportunities to make substantial gains in road safety using existing knowledge. The limited implementation of a variety of known countermeasures therefore appears to be inconsistent with high-level, strategic goals to improve road safety.</p> <p>Consequently, a recommendation is made to comprehensively re-examine the balance between the countermeasures discussed in this report and economic, mobility, and privacy concerns. Such a re-examination is likely to result in broad support for these countermeasures, with a consequent major improvement in road safety.</p>					
17. Key Words traffic safety, crashes, fatalities, countermeasures, U.S.A.				18. Distribution Statement Unlimited	
19. Security Classification (of this report) None		20. Security Classification (of this page) None		21. No. of Pages 57	22. Price