

**Dream It.  
Wish It.  
Do It.**

**THIS YEAR**  
I will make a genuine  
and dedicated effort to  
**???**

**Less**

More than 90% of crashes are the result of human error. Some of the most common errors result from:

- **Missing road hazards** or detecting them too slowly
  - **Distracted driving**, drowsy driving, driving under the influence of drugs or alcohol
  - **Striking a fixed object**
  - **Complacency**
- NHTSA/National Safety Council

**More**

Combat the costly toll of crashes, help employees understand risky driving behaviors. Do it with flair:

- **Alert today, alive** tomorrow
  - **Normal speed** meets every need
  - The **best drivers** are aware they must **beware**
- Our Driving Concern/Global-Traffic.Net

