

RURAL ROADWAY SAFETY



- Large equipment
- Slow moving vehicles
- Winding roads
- Two-way traffic
- Long work-days

Increase risks on rural roads

Get to your Destination



Rural roads are fatal.

19% of the U.S. population lives in a rural area, but

51% of all U.S. traffic fatalities are on rural roads- even though there is less traffic on rural roads (FHA, 2014)

#1 Agribusiness Insurance Claim: Motor Vehicle Accidents



Consider adding **lower lights** on high equipment, like sprayers. Keep reflectors, **Slow Moving Vehicle Signs**, and lights in good condition.

More lighting could reduce crashes by **60%**.



Eliminate distractions, drugs, alcohol, and fatigue. Also, check in on employees, co-workers, family.



As always, buckle up.



Incidents are **more likely and more severe** due to increased frequency and severity of speeding.



Keep windows and mirrors clean. Machinery have challenging views and blind spots as is.



Drive **defensively**- other drivers' actions are unknown.

Yield when necessary, allow vehicles to pass, and don't pull in front of traffic.



When possible, shift travel to less-busy times on roads suited for the machinery.



Familiarize yourself with local road and routes, and learn the traffic patterns.

