

5 THINGS YOU DIDN'T KNOW ABOUT SUMMER DRIVING

Summer driving is often associated with carefree memories of rolled-down windows, wind in your hair and clear, open roads. A new study by Michelin indicates that optimal summer driving conditions may actually lull drivers into a false sense of safety.

Stay safe and vigilant on the road this summer with these 5 little-known facts about summer driving that every driver should know.

DID YOU KNOW?

1

SUMMER IS STATISTICALLY THE MOST DANGEROUS SEASON TO DRIVE¹, YET THREE-QUARTERS OF DRIVERS (75%) FALSELY BELIEVE SUMMER TO HAVE FEWER ACCIDENTS THAN OTHER TIMES OF THE YEAR.²

4

DRIVERS ARE 3X LESS LIKELY TO BE ALERT AND FOCUSED ON IMMEDIATE SURROUNDINGS WHILE DRIVING IN SUMMER MONTHS, COMPARED TO WINTER.²

2

TWO IN THREE (67%) DRIVERS FEEL SAFER DRIVING DURING THE SUMMERTIME, CITING BETTER ROAD CONDITIONS (83%) AND NICER WEATHER (81%).²



Always practice a safe following distance and focus fully on the road ahead. Staying alert and giving yourself enough room to brake or maneuver in an unexpected situation could be the difference between avoiding an accident and being in one.



More accidents happen on dry, clear roads than in inclement weather. Always carry an emergency kit in your car that includes items such as jumper cables, a flashlight, reflective triangles, a first aid kit, water and non-perishable food items.

5

DRIVERS ARE 5X MORE LIKELY TO DRIVE WITH OTHER PASSENGERS IN THE CAR DURING SUMMERTIME², WHILE RESEARCH INDICATES CONVERSING WITH PASSENGERS CAN BE MORE DISTRACTING THAN CELL PHONES.³



Any distracting activities should be avoided while at the wheel, including things like heated or emotional conversations, using your phone, snacking, or reaching into the backseat to attend to a child or pet. Save these actions for a rest stop or pull over to the side of the road.

3

HEAT IS THE ENEMY OF TIRES, YET DRIVERS ARE 3X LESS LIKELY TO CHECK THE CONDITION OF THEIR TIRES DURING SUMMER.²



Check your tires' tread and pressure once a month, especially during summer when extreme heat takes a toll on tires. Ensure your tires have sufficient tread with the penny test, and check pressure according to the sticker on the driver's door jamb.

IF YOUR TIRES NEED REPLACING, YOU MIGHT WANT TO CONSIDER AN ALL-SEASON PERFORMANCE TIRE LIKE THE MICHELIN PILOT SPORT A/S 3+, WHICH DELIVERS MAXIMUM PERFORMANCE AND SUPERIOR WET- AND DRY-BRAKING IN A WIDE RANGE OF SEASONAL WEATHER CONDITIONS.

FOR MORE DRIVING SAFETY TIPS VISIT MICHELINMAN.COM.



1 National Highway Traffic Safety Administration (NHTSA), Traffic Safety Facts, A Brief Statistical Summary, January 2017.

2 This is an independent omnibus survey of the driving habits of 1,000 adults (18 years or older) living in the continental United States, fielded between May 8th and 9th, 2017.

3 National Highway Traffic Safety Administration (NHTSA), Distracted Driving and Driver, Roadway, and Environmental Factors, September 2010.