

MOTORISTS FACE NUMEROUS DISTRACTIONS ON ROADWAYS

Fredericksburg, Va. – The American Traffic Safety Services Association (ATSSA) applauds the introduction of S.1536, the Avoiding Life-Endangering and Reckless Texting (ALERT) by Drivers Act of 2009, and points out that multiple other distractions remain at the hands of motorists that cause roadway departures, head-on collisions and median crossovers that result in severe crashes, injuries and deaths. Many times these driver-distracted crashes involve innocent, unsuspecting motorists or pedestrians.

“A cross-median or cross-centerline crash often results in severe injury or death to an unsuspecting driver in the opposite lane. We can reduce these terrible outcomes with modern roadway safety devices such as median barrier, rumble strips and rumble stripes, clearer roadway delineation and channelization of traffic,” said Roger A. Wentz, President and CEO of ATSSA.

The association, which is comprised of business and public officials whose expertise is roadway safety, urges a special focus on roadway work zones.

“Roadway work zones create a whole different set of distractions for motorists and require their full time and attention when driving through them,” added Wentz. “What many people may not realize is that four out of five work zone fatalities are motorists, not the workers themselves. It’s in the motorists’ best interest to be safe and aware in work zones.”

ATSSA advises motorists to slow down to posted speed limits in roadway work zones and avoid in-vehicle distractions of any kind, keep a safe distance between vehicles, obey the directions of work zone workers, and always expect the unexpected.

“Large pieces of construction equipment, vehicles, signage and especially workers are present in work zones,” Wentz added.

ATSSA members are committed to reducing the number of roadway fatalities and injuries through the development of innovative products and services. ATSSA is the nation’s leader in roadway safety issues, with a heavy emphasis on work zone safety, pavement markings, signage and traffic control safety devices. The association’s goal is to move the nation “Toward Zero Deaths” on America’s roadways through the authorization of the next federal highway bill.

Since 1969, ATSSA has represented companies and individuals in the traffic control and roadway safety industry. ATSSA members provide the majority of traffic safety features, services and materials used on America’s roadways.

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