



FOR IMMEDIATE RELEASE

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SAFETY IS TRANSPORTATION'S NUMBER ONE PRIORITY

Washington, D.C. – According to a study released by the Transportation Construction Coalition (TCC) and the Pacific Institute for Research and Evaluation (PIRE), the human toll of roadway crashes is staggering. The American Traffic Safety Services Association (ATSSA), a member of TCC and one of the nation's leading voices on roadway safety, celebrates this groundbreaking study as proof that America must move Toward Zero Deaths on the road.

Investing in roadway safety infrastructure truly pays double dividends by creating jobs and saving lives. As Congress debates a new transportation authorization bill for the fall, it is important that safety be at the forefront of that conversation. The TCC/PIRE study confirms what many in the industry have long believed, that the societal costs of roadway fatalities verifies the critical need for safety infrastructure investment. As Americans load up their cars and take to the road during the upcoming Fourth of July holiday, it is important to realize that the roadways they will be traveling on can be, and must be, safer than they currently are.

ATSSA has been committed to saving lives since 1969. Its 1,600 corporate and individual members manufacture, install and distribute roadway safety infrastructure devices and products. To this end, ATSSA has published a "Low Cost Local Road Safety Solutions" booklet that illustrates case studies from across the country - of low cost projects that states can implement to yield great success in reducing the number of fatalities.

For a copy of this "Low Cost Local Road Safety Solutions" booklet, please contact James Baron at James.Baron@ATSSA.com or 800-272-8772, ext. 113.

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