

Every thirteen minutes another life is lost on our roads. The impact of traffic crashes is felt by every person and every family, in every state across our country.

Each year, more than 42,000 lives are lost and 3,000,000 injuries are sustained, all at an economic cost of more than \$230 billion.

In 2008, the AAA Foundation is launching four Centers of Excellence, designed to apply targeted research strategies to complex road safety issues, and within a defined period of time, implement solutions that will save lives and reduce injuries.

Centers of Excellence:

- ★ Teen Driver Safety
- ★ Senior Safety & Mobility
- ★ usRAP (Road Assessment Program)
- ★ Safety Culture



The AAA Foundation for Traffic Safety

is a nonprofit organization, supported with tax deductible contributions from individuals, corporations, and foundations to continue its important work. The Foundation has earned the highest rating from Charity Navigator four years in a row—a distinction only seven percent of all non-profits can claim.

Here's how you can help:

Please consider making your tax-deductible contribution to the AAA Foundation. Visit us online and learn more about what you can do to keep yourself and your family safe on the roads.

Your support can help save a life.



AAAFoundation.org | 202-638-5944

Saving lives
through research
and education

AAA Foundation for Traffic Safety



AAA Foundation Centers of Excellence

Safety Culture:

Motor vehicle crashes rank among the leading cause of death in the United States and Canada. Car crashes kill more people aged 4 to 34 than any other cause. Despite this, the general public remains largely complacent about traffic safety. This Center will identify existing attitudes and behaviors that contribute to complacency and risky driving, and provide guidance on how to change these attitudes to improve road safety for all users.

usRAP (Road Assessment Program):

This Center will benchmark the relative safety of roads across the country, providing transportation safety officials with the tools they need to more effectively allocate resources to make improvements where the greatest safety impact can be achieved. The general public will be informed and educated on the safety ratings of roadways, so that they are able to choose safer routes to travel.

Senior Safety and Mobility:

Seniors are the fastest growing segment of the population, and they face many challenges as they age with respect to safety and mobility. This Center will identify and develop education interventions that help seniors improve their driving skills and their safety, screening tools for seniors and their families to know when its time to stop driving, and resources to keep seniors mobile when they can no longer drive.

Teen Driver Safety:

Teens continue to have the highest crash rate of any group, and the reasons why have remained unclear. This Center will assess driver education, evaluate new technologies, and identify factors that distinguish safe teen drivers. From this research, the Center will develop effective guidelines and strategies to truly reduce teen crashes and the impact those crashes have on all aspects of society.



Dear Friend,

The **AAA Foundation for Traffic Safety** has over sixty years of experience studying driving behavior, identifying new driver-training techniques and exploring other influences on how people interact with roads, vehicles, and other people under a variety of conditions.

In the coming years, we will be taking our research and education skills and targeting four focus areas where we believe meaningful results can be achieved. We're building on our long history as a leader in traffic safety research, working with new partners, using new technologies and going forward in new directions. By focusing our research and education on where we can make a difference, we're improving road safety for everyone. Thanks for coming along for the ride.

Yours truly,

J. Peter Kissinger, *President and CEO*

Together, we can
make a difference
in traffic safety

