

# HOLIDAY DRIVERS BE CAUTIOUS!



ALLSTATE CANADA'S ANNUAL SAFE DRIVING STUDY REVEALS DECEMBER IS THE WORST MONTH FOR COLLISIONS ON CANADIAN ROADWAYS.

## 2014 ALLSTATE CANADA SAFE DRIVING STUDY REVEALED:



Overall, December is the “worst” driving month of the year, as it had the highest number of collisions.

The days leading up to Christmas – December 21, 22 and 23 – had the highest number of collisions.

While December 25 and January 1 had the lowest number of collision claims.

## STAY SAFE ON THE ROADS THIS HOLIDAY SEASON

For more safe driving tips, and our collision guide, visit:  
[allstate.ca/learningcentre](http://allstate.ca/learningcentre)



Install winter tires – they grip the road better in cold, snowy weather. And get a winter vehicle maintenance inspection.

Clear all ice and snow completely from your vehicle before you drive.

It takes longer to stop on slippery roads – slow down and leave extra space.

Be prepared with a winter safety kit in case of blizzards and other severe weather and emergencies.



Impaired driving is too often the cause of collisions on our roads – especially over the holidays.

MADD Canada's Project Red Ribbon encourages everyone to drive safe and sober this holiday season. Remember to call 911 if you spot an impaired driver on our roads.

Allstate is proud to sponsor MADD Canada: [www.allstate.ca/allstate/about/madd-canada](http://www.allstate.ca/allstate/about/madd-canada)

For more information on the 2014 Allstate Safe Driving Study, including how your community ranked in terms of collision claims, visit [allstate.ca](http://allstate.ca)



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