

## Farmers Insurance® Provides Tips to Help You Avoid Autumn Accidents **National insurer group reminds drivers to stay attentive on the road this season**

LOS ANGELES, Oct. 4, 2017 /PRNewswire/ -- The Farmers Insurance® Seasonal Smarts Digest: Fall Edition, released today, reveals that drivers across the U.S. need to maintain caution on the road this fall, keeping a watchful eye out for unexpected critters and creatures.

The Digest, available in its entirety at <http://www.farmers.com/news/seasonal-smarts/>, notes that animal collisions, chain vehicle collisions and water claims increase during fall months.

[Click to tweet:](#) Avoid that #deer in the headlights this fall with helpful tips from @WeAreFarmers #seasonalsmarts <http://bit.ly/2fASCLA>

According to Paul Quinn, head of claims customer experience with Farmers Insurance, properly preparing your vehicle for fall weather can be just as important as staying vigilant behind the wheel.

"While most drivers understand that fall brings cooler temperatures and unpredictable weather, many aren't aware of how these changes affect their vehicles and daily commutes," said Quinn. "Animals begin to migrate, kids go back to school, and old man winter starts to creep up on us – all things that can increase a driver's likelihood of being involved in an accident."

Two-thirds of Americans incorrectly believe swerving or trying to stop short is usually the best way to minimize damage if they encounter a deer in the road, according to a new survey<sup>1</sup> from Farmers Insurance. However, it may be better in certain situations for a driver to hit an animal directly in his or her path than swerve at high speeds to avoid a collision. Swerving may increase the likelihood of losing control of the car and hitting barriers, causing a rollover or worse. To help you avoid collisions with deer and other animals, consider the following:

- Use your high beams, when appropriate, while driving at night (when there is no fog) to increase visibility and spot animals more easily.
- Heed any warning signs. States and cities often place wildlife crossing signs near areas with heavy animal traffic — for good reason.
- Use the middle lane if you're on a multi-lane road. This will give you more time to spot an animal that may be crossing ahead of you.
- If you hit an animal, pull over and call local law enforcement. They can direct you on what actions to take. In some states, there are special requirements regarding animal collisions.
- Stay away from the animal, the animal may only be stunned. It may panic causing additional harm to you or your vehicle if you're too close.
- Once home, check with your department of motor vehicles to make sure you've covered all your bases.

Fall brings on changes in environment and routines – amplifying risks for many seasonal hazards, from animal and vehicle collisions, to freezing temperatures, and even an increased threat of vandalism and theft. Drivers may review the tips in the Seasonal Smarts Digest so they can prepare and help protect themselves this season.

### About Farmers Insurance

"Farmers Insurance®" and "Farmers®" are tradenames for a group of affiliated insurers providing insurance for automobiles, homes and small businesses and a wide range of other insurance and financial services and products. Farmers Insurance is proud to serve more than 10 million households with over 19 million individual policies nationally through the efforts of more than 48,000 exclusive and independent agents and approximately 21,000 employees. Farmers Insurance Exchange, the largest of the three primary insurers that are part of the Farmers Insurance Group of Companies®, is recognized as one of the largest U.S. companies on the 2017 Fortune 500 list.

For more information about Farmers Insurance, visit [Farmers.com](http://Farmers.com), Twitter and Instagram, @WeAreFarmers, or [Facebook.com/FarmersInsurance](https://Facebook.com/FarmersInsurance).

<b>Contact:</b>	<b>Media Relations</b>
	818-965-0007
	<a href="mailto:mediarelations@farmersinsurance.com">mediarelations@farmersinsurance.com</a>

<sup>1</sup>This survey, which was live on August 10-13, 2017, was conducted among a sample of 1,007 adults comprising 505 men and 502 women 18 years of age and older.

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