

## Audience: General Public

October 1, 2019

### It's time to *Shift into Winter* – plan ahead and drive safely in winter conditions

In British Columbia, the chances of being injured or killed in a motor vehicle incident (MVI) dramatically increase during winter months. On average, the number of casualty crashes due to driving too fast for the conditions increases by 87% in December compared to October (approximately 236 crashes in December compared to approximately 126 in October)<sup>1</sup>.

The annual *Shift into Winter Campaign*, which begins today, aims to reduce this risk by reminding British Columbians to prepare now and plan ahead for winter driving.

As a member of the Winter Driving Safety Alliance that spearheads this campaign, Mainroad encourages you and your families, friends and colleagues to prepare your vehicles and yourselves for the upcoming season. Whether you are facing rain, fog, snow or ice, winter conditions such as colder temperatures, reduced visibility and fewer daylight hours can present serious hazards for all drivers.

Here are a few simple steps to keep you safe this winter:

#### [Prepare your vehicle](#)

- Install a set of four matched [winter tires](#) (three-peaked mountain and snowflake, or mud and snow) with at least 3.5 mm of tread depth. Don't wait until it's too late! Get them on now before the inclement weather hits as they provide better traction and control in rain, snow, slush and icy conditions.
- Keep an [emergency kit](#) in your vehicle.
- Every year, give your vehicle a pre-season maintenance check-up.

#### [Prepare yourself](#)

Know how to drive for the conditions before you get behind the wheel. Even the most experienced drivers can't predict how their vehicle will react in rain, snow or on ice.

- **Slow down to match road conditions.** The posted speed limit is the maximum speed under ideal driving conditions.
- **Maintain a safe following distance.** Look ahead and keep at least four seconds of distance between you and the vehicle in front.
- Know how to **brake safely** and get out of a skid.

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<sup>1</sup> ICBC Police Reported Data (2014 – 2018)



**Don't go.**

- If possible, postpone your plans and avoid driving when road and weather conditions are bad.

**Know before you go.** If you have to travel:

- Check weather warnings and road conditions at [DriveBC.ca](http://DriveBC.ca)
- Give yourself extra time to get to your destination.
- Select the safest route. Stick to roads that have been plowed and salted, and avoid driving on steep hills.
- Tell someone where you're going and when you expect to arrive.
- If you get stuck, stay with your vehicle.

For more information on what you can do to stay safe when driving this winter, visit [ShiftIntoWinter.ca](http://ShiftIntoWinter.ca).

Please share this message with family, friends and colleagues.