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AAMVA Endorses 'Toward Zero Deaths' to Eliminate Highway Fatalities

Arlington, VA — The American Association of Motor Vehicle Administrators' (AAMVA) Board of Directors has endorsed the Toward Zero Deaths (TZD) strategy as a national framework for highway safety. The vote occurred during the AAMVA Spring Board Meeting in Arlington, Virginia.

"This is an essential step toward reducing fatalities and injuries on our roads. The goal of zero deaths is an ambitious one, but consider what an acceptable number of deaths would be for your family, friends, colleagues, or neighbors. If your answer is zero, our goal must be zero. TZD is a roadmap for reaching a vision where every trip on our nation's highways is safe and AAMVA is proud to be a part of the initiative," said Jennifer Cohan, AAMVA Chair of the Board.

The TZD national strategy establishes a vision of a highway system free of fatalities, and is a tool for uniting and mobilizing our efforts to reduce fatalities and serious injuries relating to traffic crashes. TZD's programs and countermeasures are focused to address the highway safety from all approaches, which include:

- Safer drivers and passengers
- Safer vulnerable users
- Safer vehicles
- Safer infrastructure
- Enhanced emergency medical services
- Improved safety management
- Transformed traffic safety culture

The TZD strategy is a collaborative effort to reduce the more than 30,000 fatalities and two million injuries while reminding the public that traffic fatalities are a public health crisis. In addition to endorsing the strategy, AAMVA served on the national TZD Steering Committee which also included the Commercial Vehicle Safety Alliance, Governors Highway Safety Association, International Association of Chiefs of Police, National Association of County Engineers, National Local Technical Assistance Program Association, and the National Association of State Emergency Medical Services Officials.

For more information on Toward Zero Deaths, visit <http://www.towardzerodeaths.org>.

Founded in 1933, AAMVA actively promotes traffic safety and uniformity among North American jurisdictions. Representing chief motor vehicle administrators and law enforcement officials, the association develops uniform programs in driver licensing, vehicle titling/registration and motor carrier services, among others. For more information, visit www.aamva.org.

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