

Car Accident Statistics That May Surprise You

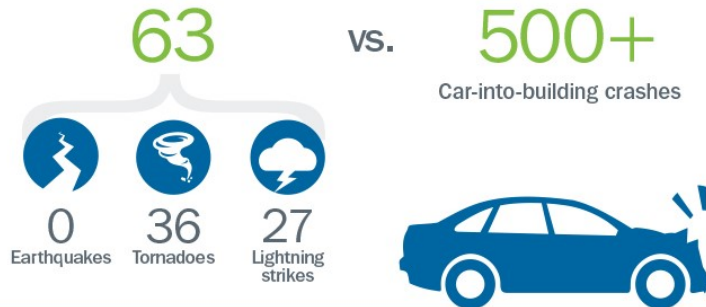
You've seen the headline: Car Crashes into Building. In the U.S., it's becoming an all-too-common occurrence, with an average of 60 such accidents each day. Every year, more than 500 people are killed when cars crash into retail outlets, restaurants and office buildings in the U.S. That's more than earthquakes, tornadoes and lightning combined! This infographic on car accident statistics explains why this trend is projected to grow.

“Car Crashes into Building” The All-too-common Headline

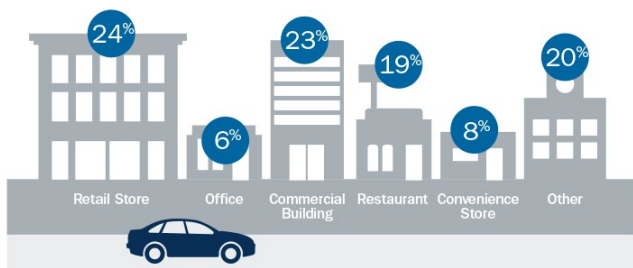


Each year, an average of 500 people in the U.S. are killed when cars crash into stores, restaurants and office buildings

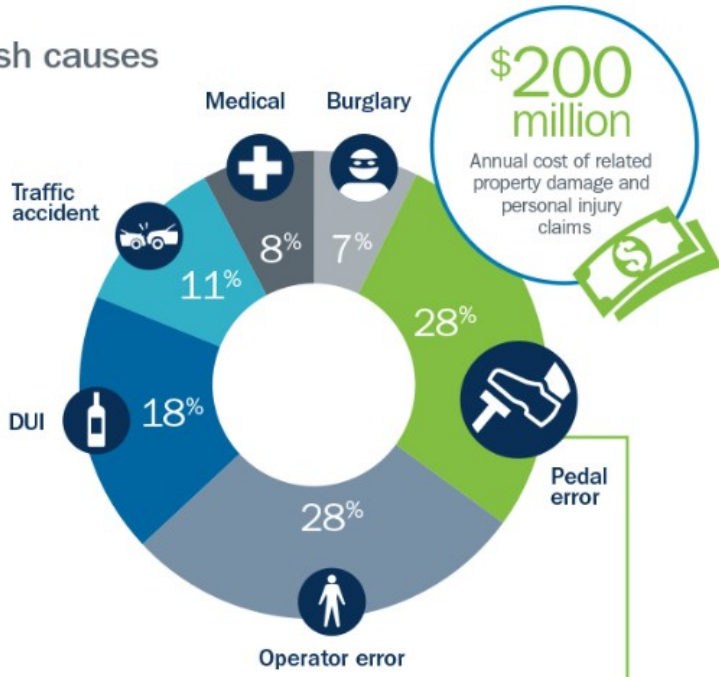
Number of deaths



Crash locations



Crash causes



Causes of pedal error



57%
caused by a foot slip

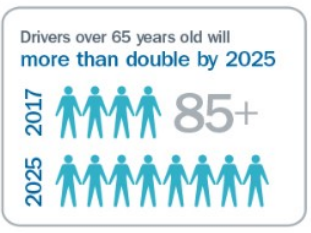
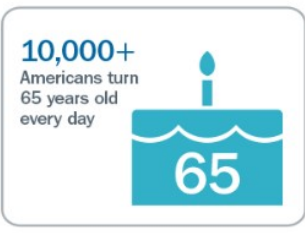


43%
caused by pressing the wrong pedal

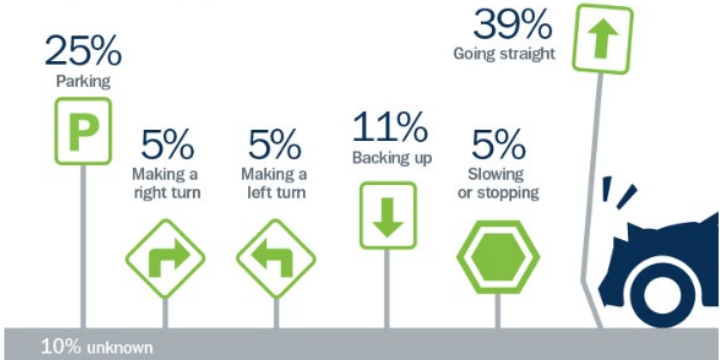


Teen drivers and seniors
make the most pedal errors.

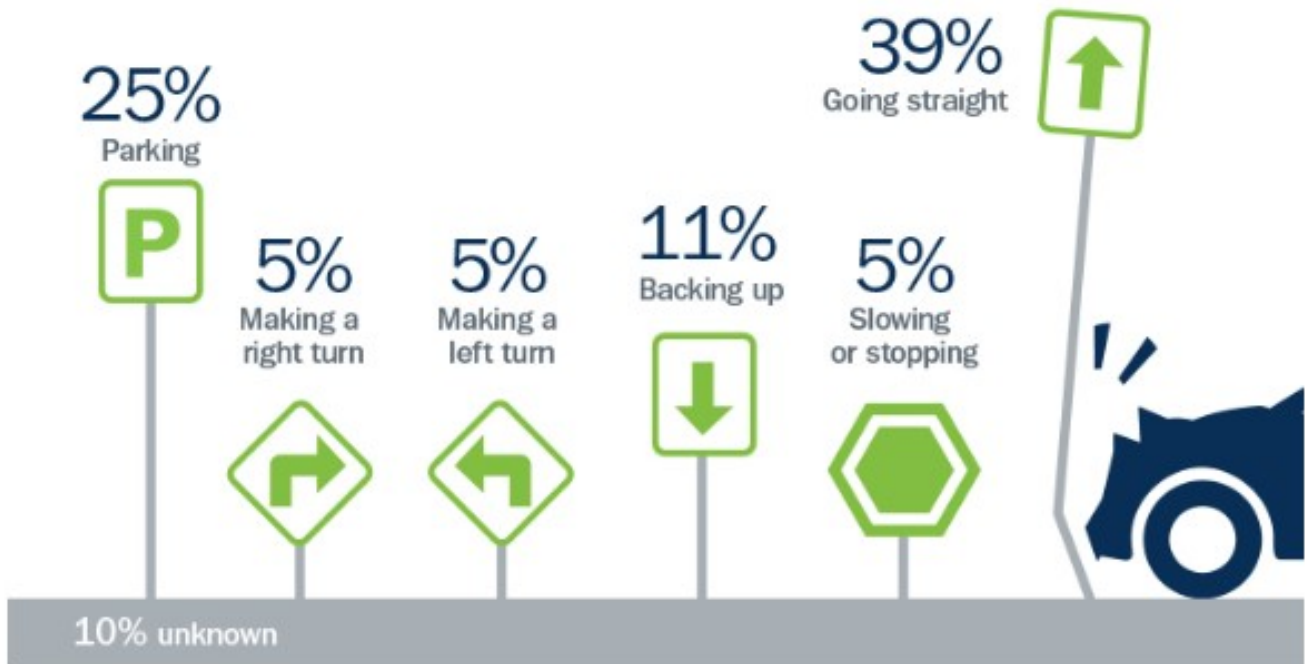
Crashes are expected to increase



Before the Crash



Before the Crash



Prevention tips for businesses

- ✓ Discourage nose-in parking so vehicles don't move towards the building if the accelerator is hit by mistake.
- ✓ Design parking lots so cars cannot approach store entrances head on.
- ✓ Install barriers near:



Parking spaces



Wheelchair ramps



Exposed pedestrian areas



Ameriprise
Auto & Home Insurance