

The 2017 Allstate America's Best Drivers Report[®] Unveiled as Drivers Approach July Fourth, the Deadliest Day on the Road



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Company launches a new safe-driving campaign to help combat the rising number of fatal collisions

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NORTHBROOK, Ill., June 27, 2017 /PRNewswire/ -- The 13th annual Allstate America's Best Drivers Report[®], released today, names Kansas City, Kansas, the city with America's safest drivers.ⁱ Based on Allstate claims data, the company unveiled the report to encourage safe-driving habits, especially with the approaching Fourth of July holiday, the perennial deadliest day on the road for U.S. drivers, according to the Insurance Institute for Highway Safety (IIHS).

IIHS also found July and August are the deadliest months on the road, with each averaging 116 deaths a day.ⁱⁱ So this summer, along with its Best Drivers Report, Allstate is launching a new safe-driving campaign to heighten awareness of this community issue and urge people to stay alert while driving. The National Safety Council estimates more than 40,000 people died in car crashes in 2016, making it potentially the most dangerous driving year since 2007.ⁱⁱⁱ



Broll: Allstate America's Best Drivers Report



"The America's Best Drivers Report furthers Allstate's commitment to public safety in communities nationwide, where we advocate for smart, focused driving habits that can help reduce collisions and save lives," said Glenn Shapiro, Allstate's executive vice president of claims. "We congratulate the drivers in cities that top this year's report. Heading into the holiday weekend, we urge everyone to make safety their number one priority whenever they're behind the wheel."

This year's three safest cities, Kansas City, Kansas; Brownsville, Texas; and Madison, Wisconsin, retain their places in the top three from last year's report, with Kansas City jumping ahead of 2016's winner, Brownsville, to earn the title of safest-driving city overall. The average Kansas City driver is about 32 percent less likely to experience a collision than the average U.S. driver.

Other highlights from the 2017 report include New York City's significant improvement, rising 27 places from last year to the 116th spot overall, and Anchorage, Alaska's, distinction as the most improved city, thanks to a 35-spot jump to number 34 this year.

Understanding the risks that can cause crashes and impact a city's rank and drivers' safety is critical. According to the National Highway Traffic Safety Administration, preventable human factors, like drunk, distracted and drowsy driving, speeding and failure to use safety features, contribute to 94 percent of car crashes.^{iv} The IIHS found crashes happen more frequently on Saturdays, during certain holidays, like the Fourth of July, and between the hours of 3-7 p.m.ⁱⁱ

"With the improving economy and more driving, we're unfortunately seeing more crashes and more crash deaths," said IIHS President Adrian Lund. "Summer travel for vacations and recreation is often riskier than the daily commute. We hope this year's Best Drivers Report encourages more people to buckle up, watch their speeds, avoid distractions and stay off the roads after drinking alcohol."

The following are the 10 safest-driving cities, according to this year's Allstate America's Best Drivers Report:

City & Overall Ranking	Average Years Between Collisions (National Average: 10)	Collision Likelihood Compared to National Average
1. Kansas City, Kansas	14.9	32.8% less likely
2. Brownsville, Texas	14.5	30.9% less likely
3. Madison, Wisconsin	12.5	19.9% less likely
4. Huntsville, Alabama	12.4	19.4% less likely
5. Cape Coral, Florida	12.2	18.1% less likely
6. Boise, Idaho	12	16.9% less likely
7. Laredo, Texas	12	16.8% less likely
8. Port St. Lucie, Florida	12	16.7% less likely
9. McAllen, Texas	11.8	15.2% less likely
10. Olathe, Kansas	11.8	15.1% less likely

For the third straight year, the Allstate America's Best Drivers Report also analyzes the correlation between collisions and hard-braking events in more than 100 cities, using data collected by Allstate's Drivewise[®] offering, an innovative technology that enables consumers to monitor their driving habits to improve safety and gain rewards on their insurance.

A hard-braking event is defined as slowing down eight miles per hour or more over a one-second period. According to Drivewise data, nationally, the average American driver will experience approximately 19 hard-braking events for every 1,000 miles driven. Allstate found a correlation between hard-braking and collision frequency. Drivers in cities with fewer hard-braking events per 1,000 miles also tend to have fewer auto property damage claims.

The 2017 Best Drivers Report found drivers in the following cities experience the fewest hard-braking events per 1,000 miles:

Cities with the Fewest Hard-Braking Events per 1,000 Miles	
Kansas City, KS	9.9
Madison, WI	9.9
Mobile, AL	11.9
Wichita, KS	12.0
Anchorage, AK	12.1

Visit Allstate.com/BestDriversReport for an interactive map and full results for this year, as well as collision-frequency rankings in previous years' reports.

Allstate and the IIHS recommend the following tips as you head out this summer. By collectively taking these precautions, drivers can help keep themselves and their communities in good hands, whether on busy highways or neighborhood streets:

- Eliminate distractions, including electronic devices, to ensure you're fully prepared to stop.
- Allow plenty of time to reach your destination.
- Obey all traffic laws, including speed limits.
- Be aware of road conditions.
- Leave plenty of distance between you and the vehicles in front of you.
- Maintain your vehicle, so it's prepared for extreme situations.

For more safe-driving tips and information, visit The Allstate Blog. As part of its safe-driving campaign, Allstate is reminding everyone that when we all drive safer, we're all in Good Hands®.

About Allstate

The Allstate Corporation (NYSE: ALL) is the nation's largest publicly held personal lines insurer, protecting approximately 16 million households from life's uncertainties through auto, home, life and other insurance offered through its Allstate, Esurance, Encompass and Answer Financial brand names. Allstate is widely known through the slogan "You're In Good Hands With Allstate®." Allstate agencies are in virtually every local community in America.

About IIHS

The Insurance Institute for Highway Safety (IIHS) is an independent, nonprofit scientific and educational organization dedicated to reducing the losses – deaths, injuries and property damage – from crashes on the nation's roads. IIHS is wholly supported by auto insurers and insurance associations.

ⁱThe Allstate America's Best Drivers Report® is the result of an in-depth examination of company claims data, to determine the likelihood drivers in America's 200 largest cities will experience a vehicle collision compared to the national average. According to Allstate claims data, the average driver in the U.S will experience one collision every 10 years. This year, Allstate researchers analyzed property damage claims reported during the two-year period of January 2014 to December 2015. The report uses U.S. Census Bureau data to determine America's 200 largest cities and defines a collision as any auto crash resulting in a property damage claim. Hard-braking data is based on customers voluntarily enrolled in Allstate's Drivewise® telematics program from 2014-2015. A number of cities, and their surrounding suburbs, in the full 200 Best Drivers' rankings are excluded from hard-braking analysis due to limited measurable Drivewise data, or because Drivewise was not available (California, North Carolina, South Carolina and Texas). Allstate's auto policies represent nearly 10 percent of all U.S. auto policies, making this report a realistic snapshot of what's happening on America's roadways. The Allstate America's Best Drivers Report is produced solely to boost the country's discussion about safe driving and to increase awareness of the importance of being safe and attentive behind the wheel. The report is not used to determine auto insurance rates.

ⁱⁱInsurance Institute for Highway Safety, Summer Road Trips Mean More Traffic Deaths

ⁱⁱⁱNational Safety Council, Motor Vehicle Deaths in 2016 Estimated to be Highest in Nine Years

^{iv}National Highway Traffic Safety Administration, U.S. DOT Announces Steep Increase in Roadway Deaths Based on 2015 Early Estimates and Convenes First Regional Summit to Drive Traffic Safety Behavior Changes

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