



# NEWS RELEASE

EMBARGOED UNTIL 3:30 P.M. ET  
July 20, 2017

Contact: Maureen Vogel  
Sr. Manager, Public Relations, National Safety Council  
Phone: (630) 775-2307

Contact: Debbi Giacone  
Sr. Manager, Marketing, Wheels, Inc.  
847-544-4186

## **Free Kit Helps Employers Stop the Leading Cause of Workplace Death** *Safe Driving Kit from the National Safety Council Aims to Drive Down Crashes*

Itasca, IL – The [National Safety Council](#) released a first-of-its-kind Safe Driving Kit to help employers eliminate the number one cause of workplace deaths – car crashes. The Safe Driving Kit, sponsored by Wheels, Inc., is a [free online tool](#) built to create safer roads and protect employees through multi-media resources and engaging materials. The kit addresses the key contributors to car crashes, including distraction, alcohol, other drugs, fatigue and seatbelt use. It also brings attention to lifesaving technology that helps prevent crashes during a time when motor vehicle deaths spike in part due to summer travel.

“Every 7 seconds someone is injured and every 15 minutes someone is killed in a car crash,” said Jenny Burke, senior director of Advocacy at the National Safety Council. “The Safe Driving Kit will help us eliminate preventable deaths at work and on the road.”

Car crashes cost employers upwards of \$68 billion in comprehensive costs every year. Workplace policies and employer engagement can help reduce crashes and promote health and wellness on and off the job.

The Safe Driving Kit includes resources such as:

- Videos
- Fact Sheets and FAQs
- Myth Busters
- Infographics
- Posters
- Survivor Advocate Stories
- Activities and ready-made communication to engage and educate employees
- Links to safe driving resources

The Safe Driving Kit is now available for download at [www.nsc.org/safedrivingkit](http://www.nsc.org/safedrivingkit)

### **About the National Safety Council**

The National Safety Council ([nsc.org](http://nsc.org)) is a nonprofit organization whose mission is to eliminate preventable deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy. Founded in 1913 and chartered by Congress, NSC advances this mission by partnering with businesses, government agencies, elected officials and the public in areas where we can make the most impact.

### **About Wheels**

Wheels, Inc. was established in 1939 as the world’s first automotive fleet leasing and management company. Seventy-eight years later, Wheels is one of the largest privately-held companies in North America, featuring a portfolio of more than 325,000 vehicles under management across the continent, capabilities in 54 countries worldwide, and a client base that consists of some of the best-known businesses in the world. In addition to vehicle acquisition and leasing, Wheels provides numerous specialized services that help all sorts of organizations manage their fleets. These include driver/vehicle support functions like maintenance management, fuel cards, and registration processing, as well as strategic account-level consultation to drive optimal fleet efficiency and measure results. For additional information, please contact [info@wheels.com](mailto:info@wheels.com)

Connect with NSC:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[YouTube](#)

###