



## **FOR IMMEDIATE RELEASE**

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### **COLORADO STATE PATROL UNVEILS NEW HIGH-IMPACT 3-D BILLBOARD** *Second Phase of "Give Trucks More Room" Campaign*

**DENVER, CO (September 2, 2011)** -- The Colorado State Patrol (CSP) unveiled its new 3-D billboard in support of the "Give Trucks More Room" campaign designed to reduce crashes, fatalities and injuries between cars and trucks. The new 3-D billboard, visible westbound on 1-70 at Wadsworth, features a high-impact message about the high-impact collisions that can happen when cars drive aggressively around commercial motor vehicles.

A "teaser" billboard went up in August to pique driver curiosity. Just how can you turn any car into a convertible?



That teaser has been now replaced with the 3-D billboard depicting the top of the car being sheared off and a new headline:

**Tailgating Trucks Can Turn Any  
Car Into A Convertible**

"Most people don't understand the dangers involved with aggressive driving and how quickly a crash can happen when drivers tailgate, cut off a truck, or even ride in a truck's blind spot," said Colonel James Wolfenbarger, Chief of the Colorado State Patrol. "The purpose of a high-visibility message like this is to quickly grab a driver's attention with a stunning visual showing the potential consequences of driving too close to trucks. Everyone benefits from the commerce of goods from state to state that is provided by commercial motor vehicles."

In 2010, 968 crashes between trucks and passenger vehicles accounted for 50 fatalities and 138 injuries. The crash was the fault of the passenger vehicle driver 56% of the time, resulting in 78% of the fatalities being occupants of the car.

The 2011 “Give Trucks More Room” campaign features a second 3-D billboard at I-70 and W. Colfax—this billboard made its debut in 2010 and is being reused by the CSP to double the exposure of this important safety message. The two 3-D billboards will be viewed by motorists nearly 9 million times over the 11 weeks of the campaign. Additional campaign elements include 2-D billboards, gas pump tops and wraps on commercial vehicles in the Denver metro area. Radio spots remind drivers to take caution when driving near trucks. The CSP combines the “Give Trucks More Room” public awareness efforts with three law enforcement periods focused on the I-70 and I-25 August – October.

During the first CSP enforcement in August, officers issued more than 300 citations in one week for aggressive driving—speeding, following too closely or making improper lane changes around trucks. Over the entire enforcement period in 2010, the CSP issued more than 2,200 such citations.

**About “Give Trucks More Room”:**

The “Give Trucks More Room” program is a critical component of the Federal Motor Carrier Safety Administration's commercial vehicle safety improvement activities and has been adapted by the CSP to raise awareness among Coloradans about the dangers associated with aggressively driving around commercial motor vehicles.

In Colorado, this campaign was initiated in 2010 as an enforcement and education program to reduce crashes, fatalities and injuries between cars and trucks. It is the first high-visibility traffic enforcement campaign to concentrate solely on passenger and commercial vehicles driving aggressively as well as to educate car and truck drivers on the importance of leaving more space when merging, changing lanes, following behind trucks, or passing other motorists when driving.

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