

ROAD TO SAFETY

National Driving Survey Shows Motorist Safety Going Downhill While Rudeness Climbs

(NAPSA)—On today's roads, it seems like many motorists are more concerned with making "record time" than they are with arriving safely, according to the fifth annual "Nerves of Steel" aggressive driving survey, conducted by TheSteelAlliance.

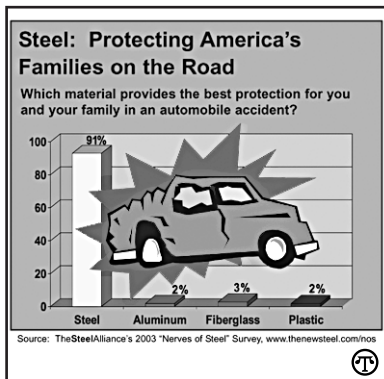
The survey reports that America's motorists are becoming more dangerous and increasingly rude. The 2003 title winners include:

- **New York City**—the **rudest** drivers
- **Chicago**—the **most dangerous** drivers
- **Charlotte**—the **most polite and safest** drivers
- **Denver**—the **sleepiest** drivers

The "Nerves of Steel" survey revealed that an alarming 36 percent of motorists have fallen asleep behind the wheel while driving, finding men are two-thirds more likely to doze off than women. In addition, 65 percent consider talking on the cell phone without a headset dangerous; and ironically, 37 percent still admitted to doing it in the month prior to the survey.

While drivers nationwide admit they are not the safest or the most polite motorists, most agree that steel provides the best line of defense in an automobile accident. When asked to select the automotive material that provides the best protection, 91 percent of those surveyed selected steel, with materials such as fiberglass and plastic trailing far behind.

"This year's survey confirms



Drivers believe a car body made from steel is key to safety.

steel is the must-have material when it comes to automotive safety," said Bill Heenan, president, TheSteelAlliance. "During a car accident, the steel frame is often a motorist's last line of defense."

The "Nerves of Steel" survey was conducted by telephone in the spring of 2003 among drivers across the nation, and in 20 cities. A total of 2,400 participants with valid driver's licenses were asked a series of questions about driving habits, including their own actions while on the road. The questions highlighted issues of safety, aggressiveness, rudeness and drowsy driving.

Rudeness on the Roadway

Nine out of 10 drivers nationwide said tailgating, making rude gestures, and passing on the side of the road are the most widely considered acts of aggressive driving.

Driver Safety is a Curvy Road

For the third year in a row, driving defensively (49 percent) and driving courteously (25 percent) are the best advice drivers gave for protection against acts of aggression. Sixty-four percent consider talking on the cell phone without a headset dangerous, up from 58 percent in 2002; 37 percent admitted to doing it within the month prior to the survey.

Battle of the Sexes Behind the Wheel

The survey polled an equal number of male and female drivers in each city. Men are more likely than women to admit they committed an act of aggressive driving. For example, 67 percent of men and 44 percent of women said they have driven 10 miles per hour or more over the speed limit in the month prior to the survey. When it comes to multi-tasking behind the wheel, the survey reveals that women are three times more likely than men to "put on make-up, shave or comb hair" while driving.

"While great strides have been made among drivers to improve safety and rudeness on the nation's highways, we must remember that all drivers can contribute to even greater improvements in driver safety," said Heenan.

Pledge to Drive Safely

By logging on to www.TheNewSteel.com/nos, drivers can sign a pledge to drive safely. Upon signing the pledge, motorists will automatically be entered into a sweepstakes to win one of 25 sets of Continental™ steel-belted radial tires.