



Nationwide[®]
*On Your Side*SM

Remarks by Timothy Hoyt Vice President of Safety for Nationwide Insurance

I stand here proud to represent Nationwide, one of the largest diversified insurance and financial services organizations in the country and a long standing partner of Mothers Against Drunk Driving, known to us in short as MADD.

I would like to acknowledge some of our Nationwide family with us today—some in the immediate DC area and others from our headquarter location in Columbus—Bob Cunningham, Jordan Keiser, along with Juan Rubio, Jennifer Bernstein, Tim Riggins, and Steve English.

This is an historical day as we celebrate the 25th anniversary of MADD and the release of information from the Gallup Survey on which we partnered with MADD to develop.

Just think—25 years as a leading organization and partner in the fight to deter drunk driving on our highways and an advocate for safe driving behavior.

My role as vice president of Safety for Nationwide is supported by the fact that our company is committed to a message of safe highways and good driving behaviors.

As noted in previous comments, the results of this survey confirm some perceptions I have seen in my twenty plus years of experience in the safety arena through careful measures of attitudes, knowledge and awareness.

I'm encouraged by the increased support for checkpoints—coupled with a high percentage of those surveyed saying they would be discouraged from drinking and driving by those checkpoints. It says that MADD is doing its work and making its message known.. And, we hope that those same folks understand the message that drunk driving is not an acceptable option on today's highways.

As MADD celebrates 25 years, we most recently acknowledged the 15 year anniversary of our Prom Promise program—a program to encourage young people not to drink and drive during prom season. Prom Promise has seen its success and we hope similar efforts and partnerships with MADD in the future will keep this message in the forefront of our young people and their families.

The survey also points to the importance of seat belt usage. One of the top ten methods to reduce drunk driving fatalities is requiring all drivers and passengers to wear a seat belt.

I am pleased to remind everyone that Nationwide has been a leader in the industry related to this area. More than 10 years ago, we initiated the Click It or Ticket campaign [in partnership with anyone?] and since that time we have seen seat belt usage go from a percentage in the 60's to its present state of approximately 82%. That is about saving lives and following the law.

It's not about insurance rates, it's about saving lives on our highways and continued campaigns that help people realize that bad driving behavior on our highways kill or injure others, are costly conclusions that result in jail time and substantial fines, and maybe even lost of jobs.

The real deal is—it is not about statistics—these are individuals that have lost their lives and the impact of those losses to the family and friends of those persons.

Former President Ronald Reagan, while encouraging states to raise the age at which young people could buy alcohol, said, "Drunk driving is not a state problem; it's a national tragedy involving transit across state borders."

Our efforts toward innovative campaigns for safer cars and highways, seat belt use, mandatory air bags, stronger enforcement of traffic laws, and efforts to reduce the personal and financial toll of highway crashes are a testimony to our partnership over the past 25 years with MADD and an encouragement to them to keep up the fight against drinking and driving in America.

Thank you for the time to share with you today and we know more good things will come from the partnership we have with MADD and each of you in the communities in which we do business and MADD's chapters.

As MADD celebrates life....we celebrate our commitment to safe highways and stress our message that Nationwide is "On Your Side."