

It is early evening, just after dusk, driving home on a windy mountain road you come across several deer in the middle of the road on a blind turn. With a little skill and a great deal of luck you manage to avoid hitting the animals. Now, as you proceed on your way, several turns later you see another car coming the other direction... how do you warn them?



Because you care!

Press Release

For Immediate Release

HAWL (*pronounced howl*) the Hazard Ahead Warning Light

What does it do?

HAWL works by warning approaching drivers not only about deer but, moose, elk, livestock, accidents, rock slides, pot holes, debris, flooding and any other potential hazard that lays in wait for them.

When you see a deer in the middle of or at the edge of the road, or come upon a road hazard, and you have safely navigated by, you simply hang the “HAWL” card on your rearview mirror, squeeze the edge and for 60 seconds it will flash a powerful, bright amber triangle visible a quarter of a mile away, day, dusk or night. Approaching drivers, upon seeing your signal, know that from that point up to 60 seconds ahead, there is a dangerous road hazard they need to be aware of... and to slow down. The flashing can be terminated by pressing the button one more time.

HAWL is a totally self-contained card ready to hang and use. The product uses coin cell batteries to power 10 amber LEDs. A very small computer chip controls the flashing intensity, timing and automatic shut off, this is all packaged in a printed, die-cut sleeve.

Why is it important?

HAWL is designed to save the lives of people and animals. Each year more than 200 people die in deer related automobile accidents alone. Deer collide with vehicles, on average 1.6 million times a year - causing a staggering 4.6 billion in medical costs and vehicle damages. These statistics are for DVC's (deer vehicle collisions) only. And this does not include the millions of accidents that occur every year caused by the countless other forms of road hazards.

Is there anything else like it on the market?

The answer is NO, there is nothing that is remotely like HAWL. However, there are other products like the plastic deer whistles that mount to your bumper, that is designed to warn animals of your approach, either scaring them away or making them freeze in their tracks. HAWL is the only the product that will warn others of imminent dangers like trees down, washouts, accidents and more...

Win, Win, Win

HAWL is simple, inexpensive, easy to use, and puts the solution directly into the hands of thousands of concerned, responsible and caring drivers. The inventors, Mr. Edwards and Mr. Nemirow point out the use of HAWL will not only save lives by preventing accidents but it will simultaneously lower the annual total cash settlements paid out each year by insurance industry, which in turn can help to lower or stabilize insurance premiums, additionally lowering individual State costs in their attempts to prevent, reduce and clean up accidents... ***HAWL is truly a Win, Win!***



DVC's

Deer Vehicle Collision

*Articles included are derived from State Farm Insurance
2010-2011 Press Release regarding Deer Vehicle Collisions*



Deer-Vehicle Collisions Are On the Rise

Posted on October 11, 2010 by Jack Pearce

Safety analysis shows that the number of crashes last year tripled from September to October, jumping from an average of 40 each day to more than 120.

There are steps you can take to decrease the likelihood of being involved in a deer-vehicle collision. Cars and deer can be a lethal combination. Deer migration and mating season generally runs from October through December, and causes a dramatic increase in the movement of the deer population. As a result, more deer-vehicle collisions occur in this period than at any other time of year, so drivers need to be especially vigilant, according to the Insurance Information Institute (I.I.I.).

Damage caused by an accident with deer or other animals is covered under the optional comprehensive portion, not the collision portion, of an automobile insurance policy. Comprehensive auto insurance includes almost everything that might go wrong with your vehicle, except collision, including: fire, theft, vandalism or malicious damage, riot, flood, earthquake or explosion, hail, windstorm, falling or flying objects, damage due to contact with a bird or animal and sometimes, depending on the policy, windshield damage.

According to the Institute for Highway Safety, there are more than 1.6 million deer-vehicle collisions each year resulting in about 200 fatalities, tens of thousands of injuries and over \$3.6 billion in vehicle damage. An additional billion dollars is spent on medical payments for injuries to people in the car and out-of-pocket expenses paid by vehicle owners, bringing the total cost to approximately \$4.6 billion.

The average claim for deer-vehicle collisions is \$3,100, with costs varying depending on the type of vehicle and severity of the damage, up 1.7 percent from a year ago. While the number of miles driven by U.S. motorists over the past five years has increased just 2 percent, the number of deer-vehicle collisions during that time has grown by 10 times that amount.

State Farm estimates that 2.3 million collisions between deer and vehicles occurred in the U.S. during the two-year period between July 1, 2008 and June 30, 2010. That is 21.1 percent more than five years earlier. Not only is urban sprawl displacing deer from their natural habitat, but the deer population is also growing. As a result, many of them find their way onto highways and into suburban neighborhoods, especially during deer season.

“As our wildlife habitat continues to shrink, accidents with deer and other animals are likely to increase,” said Loretta Worters, vice president of the I.I.I. “Drivers should stay alert and pay particular attention to the sides of the road, especially during the hours just before dusk and just before daylight.”

Drivers should be aware of the following:

- Deer are not just found on rural roads near wooded areas; many deer crashes occur on busy highways near cities.
- Deer are unpredictable, especially when faced with glaring headlights, blowing horns and fast-moving vehicles. They often dart into traffic.



- Deer often move in groups. If you see one, there are likely to be more in the vicinity. Drivers should take the following precautions:
- Drive with caution when moving through deer-crossing zones, in areas known to have a large deer population and in areas where roads divide agricultural fields from forestland
- Always wear your seatbelt. The Insurance Institute for Highway Safety reports that in a study of fatal animal crashes, 60 percent of people killed were not wearing a seatbelt.
- When driving at night, use high beam headlights when there is no oncoming traffic. The high beams will better illuminate the eyes of any deer on or near the roadway.
- Be especially attentive from sunset to midnight and during the hours shortly before or after sunrise. These are the highest risk times for deer-vehicle collisions.
- Brake firmly when you notice a deer in or near your path, but stay in your lane. Many serious crashes occur when drivers swerve to avoid a deer and hit another vehicle or lose control of their cars.
- Do not rely on devices such as deer whistles, deer fences and reflectors to deter deer. These devices have not proven effective.

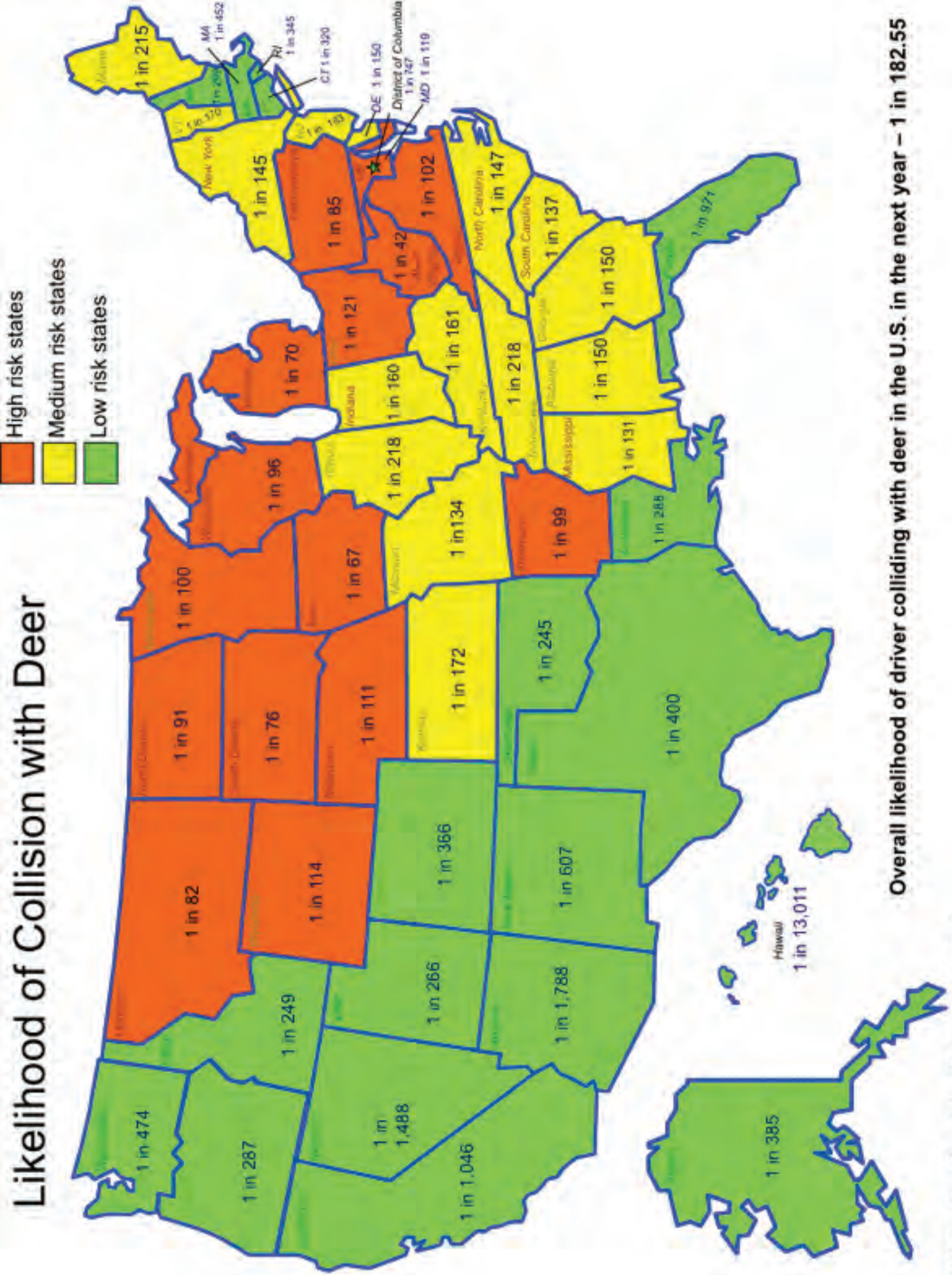
In the event your vehicle strikes a deer, try to avoid going near or touching the animal. A frightened and wounded deer can hurt you and further injure itself. If the deer is blocking the roadway and poses a danger to other motorists, you should call the police immediately.

Contact your insurance agent or company representative as quickly as possible to report any damage to your car.

Visit the Insurance Information Institute (I.I.I.)



Likelihood of Collision with Deer



Overall likelihood of driver colliding with deer in the U.S. in the next year – 1 in 182.55

Likelihood of Collision with Deer

Number	Projected Industry Count of Deer-Vehicle Collisions 2009-2010	Number of Licensed Drivers as of 2008	Likelihood of Driver Colliding with Deer in next 12 months
ALABAMA	24,971	3,753,550	1/150.32
ALASKA	1,306	503,162	1/385.27
ARIZONA	2,413	4,315,579	1/1,788.47
ARKANSAS	20,710	2,055,189	1/99.24
CALIFORNIA	22,664	23,697,667	1/1045.61
COLORADO	9,859	3,605,682	1/365.72
CONNECTICUT	9,000	2,883,324	1/320.37
DELAWARE	4,350	651,877	1/149.86
DISTRICT OF COLUMBIA	500	373,735	1/747.47
FLORIDA	14,446	14,033,844	1/971.47
GEORGIA	41,749	6,257,484	1/149.88
HAWAII	68	884,767	1/13,011.28
IDAHO	4,167	1,038,314	1/249.18
ILLINOIS	37,816	8,260,940	1/218.45
INDIANA	34,776	5,550,469	1/159.61
IOWA	29,657	1,989,663	1/67.09
KANSAS	11,747	2,021,905	1/172.12
KENTUCKY	18,202	2,932,659	1/161.12
LOUISIANA	10,394	2,998,162	1/288.45
MAINE	4,669	1,006,057	1/215.48
MARYLAND	31,888	3,786,650	1/118.75
MASSACHUSETTS	10,333	4,674,058	1/452.34
MICHIGAN	101,174	7,118,378	1/70.36
MINNESOTA	32,059	3,190,183	1/99.51
MISSISSIPPI	14,738	1,935,764	1/131.35
MISSOURI	31,347	4,196,682	1/133.88
MONTANA	8,963	738,982	1/82.45
NEBRASKA	12,174	1,346,406	1/110.60
NEVADA	1,128	1,678,550	1/1,488.08
NEW HAMPSHIRE	3,443	1,031,158	1/299.49
NEW JERSEY	31,639	5,782,155	1/182.75
NEW MEXICO	2,250	1,365,249	1/606.78
NEW YORK	77,582	11,284,545	1/145.45
NORTH CAROLINA	43,844	6,457,000	1/147.27
NORTH DAKOTA	5,192	473,019	1/91.11
OHIO	65,753	7,962,266	1/121.09
OKLAHOMA	9,382	2,301,848	1/245.35
OREGON	9,968	2,856,085	1/286.53
PENNSYLVANIA	102,165	8,646,273	1/84.63
RHODE ISLAND	2,167	748,351	1/345.34
SOUTH CAROLINA	23,215	3,185,408	1/137.21
SOUTH DAKOTA	7,879	597,326	1/75.81
TENNESSEE	20,432	4,450,644	1/217.83
TEXAS	38,438	15,374,063	1/399.97
UTAH	6,333	1,687,306	1/266.43
VERMONT	3,183	541,990	1/170.28
VIRGINIA	51,990	5,301,182	1/101.97
WASHINGTON	10,441	4,953,872	1/474.46
WEST VIRGINIA	32,472	1,360,926	1/41.91
WISCONSIN	42,597	4,075,764	1/95.68
WYOMING	3,533	404,489	1/114.49

A Mutual Desire to Save Lives

The Idea

Several years ago I lived in Grass Valley, California, an area with a very heavy deer population. On a daily basis, I found myself appalled at the number of deer carcasses I would see now lying lifeless on the side of the road. There simply had to be a way to help protect these animals as well as the people who inadvertently and unavoidably hit them. It put their lives in peril to.

It occurred to me that rather than focusing on a device to warn the deer, the answer might be to warn other drivers, and they me. My emergency flashers would not work; oncoming drivers would just think I had a mechanical problem. Flashing my headlights would not work again oncoming drivers would simply check their own light so to see if they were on or if their high beams were on.

Therefore, I needed to create a device that I could turn on once I had a successfully cleared a close encounter with a deer or other road hazard that would warn approaching drivers who had no idea a hazard lay in wait just ahead of them.

The idea of a unique flashing light that once turned on would shut itself off automatically in a prescribed time so that one, oncoming drivers seeing the flashing light would know an imminent hazard was ahead of them. Second, the light shutting itself off was one less distraction to the driver who initiated the warning.

Less than a year later after meeting Art Nemirow we co-invented the current HAWL device in our mutual desire to save lives!

- Gary Thomas Edwards

Sinkhole Ahead!

In 1994 my wife and I had moved to El Paso, Texas. That summer, we were looking at houses for sale on the west side of El Paso and hand just come out of a house when a geyser of water came up out of hole in Redd road. We watched as more and more water was coming out of a larger and larger hole in the street. The geyser subsided but the road then collapsed into a sinkhole about 15 feet long by about 5 feet across and very deep. Water then filled up the hole so that it was hard for drivers to see that there was a deep sinkhole under the water.

Redd road in west El Paso is on a hill and drivers tend to push above the speed limit coming down the hill. My wife went about twenty feet in front of the sinkhole to direct traffic around the hazard to keep people from getting seriously hurt or killed. It took the road crews 45 minutes to show up, so for 45 minutes my wife directed traffic until they took over.

As she would direct traffic, some drivers would get angry at her and try to go around her to drive straight into the sinkhole. They would honk their horns, shake their fists; they thought she was just a drunk or crazy person interfering with their afternoon drive. After all, they could see that it was only a little bit of water, no problem to drive though that shallow puddle!

- Art Nemirow



Frequently Asked Questions

Q: Can this simple postcard size device save lives and millions of dollars?

A: Each year more than 200 people die in deer related automobile accidents. Deer, on average, collide with vehicles 1.6 million times every year - causing more than \$4.6 billion in damage.

In Pennsylvania alone there are more than 102,000 DVCs (deer vehicle collisions) each year.

If wide spread use of HAWL can decrease accidents by only 10% it would result in saving as many as 20 lives a year, hundreds of deer, Elk, Moose, livestock, as well as saving over \$460,000,000 in insurance payouts which in turn translates to lower premiums for insured drivers.

Q: So what makes HAWL different?

A: HAWL uses drivers to warn other drivers with an easy and inexpensive computerized LED light system of imminent danger in their path. Further HAWL works to warn approaching drivers not only about deer but, moose, elk, livestock, accidents, rock slides, pot holes, debris, flooding and any potential hazard that lay ahead.

Creators, Gary Thomas Edwards and Art Nemirow of HAWL, Hazard Ahead Warning Light, felt car mounted whistles, and the new laser fences that are designed to scare the deer, share one flaw, scaring the deer does not necessarily mean the deer will run away into the forest, rather the animal might be scared instead out onto the road directly into the driver's path. Lastly, most drivers have become so accustomed to Deer crossing warning signs they are simply numb to their effect.

Q: How does HAWL work?

A: When a driver needs to warn approaching drivers of imminent danger or hazard in or near the road, they simply squeeze the button. The LED Amber Triangle will start flashing, warning oncoming drivers to slow down and use caution. After 60 seconds the HAWL will automatically shut itself off. This time frame, 60 seconds, tells oncoming drivers who see HAWL's flashing triangle, that they need to be aware of a potential hazard laying in their path from that point, up to approximately one mile ahead, depending on posted speed limits. The flashing can be terminated by squeezing the button again.

Q: Won't People will think it's an Emergency Vehicle

A: The fact is, emergency vehicles, police cars, fire trucks and ambulances use multiple alternating lights including red, blue and white. Further they are usually accompanied by a siren.

The HAWL uses the international symbol for hazards, a triangle. Additionally the HAWL uses amber lights which are used everywhere as a warning light.

- Utility vehicles for the phone companies and power companies use them on their trucks to alert people of their presence, the hazards to their workers as well as to approaching drivers.
- In most states, flashing amber lights are used on signs to warn drivers of approaching hazards such as intersections with hard to see stop signs, or narrow bridges.
- Every car has flashing amber lights to indicate they are having trouble or in need of assistance.

Anyone using a HAWL device to impersonate emergency vehicles or to interfere in any law enforcement activity should be prosecuted to the fullest extent of the law, as would be the same for anyone purchasing any form of flashing light and using it improperly as described above.

Q: What if people use it to warn other drivers of a "Speed Trap" ahead?

A: First, "Speed Traps" unfortunately is a negative term used to describe a very useful police program that has been successful for years to remind the majority of responsible drivers to slow down in hazardous areas. Those that don't ... get a ticket!

However, we should keep in mind since the main purpose of a police car visibly parked on the side of the road is to get drivers to slow down, as such, if a HAWL is used, even inappropriately the only effect would be to get more people to slow down further away from the police officer's car effectively increasing law enforcements reach over a greater area.

HAWL's, even though they can warn against many different types of hazards, will be used primarily in areas heavily populated by deer, elk, moose, and livestock and not in large city applications.

