



National Safe Driving Campaign Asks Motorists to Slow Down Over Labor Day Weekend

Traffic Safety Campaign Aims to Save Lives During Dangerous Labor Day Weekend

([PRWEB](#)) September 2, 2004 -- Labor Day weekend is marred by one the year's highest traffic fatality rates, as fatigued vacationers race to their destinations and local party-goers push the limits of safe alcohol consumption before driving home. This year, Take the Pledge to Slow Down, a grassroots safe-driving campaign led by Autobytel Inc. and endorsed by political leaders, school officials and police departments nationwide, is asking drivers to literally sign a contract (a.k.a. 'the Pledge') to drive safely and conscientiously this weekend and avoid becoming yet another Labor Day fatality statistic.

Drivers can "Take the Pledge" online by logging onto [autobytel.com](#) and clicking on the Take the Pledge to Slow Down button. There they'll also find a menu of expert safe-driving advice (including steering techniques, information about when accidents are most likely to occur, and child seat, tire and cell phone safety tips). Visitors can also access crash and speeding statistics, as well as useful articles on road rage and traffic safety equipment.

Speeding and unsafe driving is a problem that each of us, as a driver, has the power to change. Take the Pledge to Slow Down helps arm drivers with the information and determination they need to maintain their poise and awareness behind the wheel during one of the most dangerous weekends of the year.

How You Can Help:

Let your listeners/viewers know that drivers across America can save lives by going online to "Take the Pledge" at [autobytel.com](#) . Provide a Link to the Take the Pledge Website from your station's website. This will help millions of people across the country easily join the campaign.

About Take the Pledge to Slow Down

Founded to combat speeding on neighborhood streets, Take the Pledge to Slow Down is a grassroots movement that taps into the power of individual activists across the country – coupled with the power of the Internet – to encourage drivers to take personal responsibility for traffic safety. Autobytel Inc., the official sponsor of Take the Pledge to Slow Down, offers a comprehensive Take the Pledge to Slow Down area on its consumer websites ([autobytel.com](#), [autoweb.com](#), and [carsmart.com](#)), where concerned citizens can "take the Pledge," access safe driving tips, find information and links, download Take the Pledge materials, and join Autobytel's fight for safer streets and saved lives.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).