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FOR IMMEDIATE RELEASE

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NMDOT Brings Message to Eddy and Lea County Drivers to Discourage Distracted Driving

NMDOT says, “Phone Down, Slow Down, Arrive Alive”

Hobbs, NM – In an effort to reduce crashes and save lives on New Mexico roadways, the New Mexico Department of Transportation continues “Drive Safely – Lives Depend On It” campaign. The campaign urge drivers to drive safely and share the road with the large volume of truck traffic that comes from the oil fields in the region.

Message boards have been strategically placed on N.M. 128 in Eddy and Lea County to continue the message to drive safely read, “*Phone Down, Slow Down, and Arrive Alive.*”

“Sharing the road means that everyone, from everyday motorists to professional truck drivers, must take responsibility for their actions behind the wheel. This is vital for everyone’s safety,” said Tim Parker, District Engineer.

Many of the roads that are used by oil field traffic are narrow, two-lane highways that were previously used primarily by local residents. With increased traffic, speeding, tailgating, and dangerous overtaking have contributed to increased crashes in the area.

Please see below for illustrations of the newest safety message.

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NMDOT

Phone Down, Slow Down, Arrive Alive

