#### **POST 1 – WEAR YOUR HELMET!**

#### Image:

- ATV-UTV Safety 3\_Photo Credit: Wisconsin DNR

**Post copy:** ATV/UTV helmets only work if you wear them. Here are some tips to ensure you are taking safety seriously the next time you hit the trails.

- Wear it this one may seem obvious, but a helmet left at home does you no good. No matter how short your ATV or UTV ride is, always grab your helmet and make sure your passengers have one, too.
- Fit is key. A helmet needs to fit properly to offer the desired level of protection. Make sure it fits snugly on your head but not so tightly that it is uncomfortable.
- Full-face helmets are recommended since this style offers full coverage of your face and chin.
- Don't forget your eyewear. A built-in visor or set of goggles is the right choice for ATV/UTV riding.
- If you are involved in a crash or drop your helmet on a hard surface, it should be replaced, even if there isn't any visible damage. There may be hairline cracks or damage you cannot see.

Learn more about ATV/UTV riding in Wisconsin: <a href="https://dnr.wisconsin.gov/topic/atv">https://dnr.wisconsin.gov/topic/atv</a>

#### POST 2 – MAKE SAFETY PART OF RIDE PLANNING

#### Image:

- ATV-UTV Safety 4\_Photo Credit: Wisconsin DNR

**Post copy**: Riding through Wisconsin's lush forests and enjoying the warmer weather can be one of the most enjoyable outings of the year. As you prepare for your upcoming ATV/UTV rides, make sure to include safety in your plans.

Here are some tips to keep you and your loved ones safe:

- Ride sober. Alcohol and drugs are among the top contributing factors in ATV crashes.
- Watch your speed. Speed limits and route signs exist to prevent dangerous conditions and crashes.
- Wear your helmet and seatbelt. They will keep you and your passengers safe in the event of a crash.
- Be an example for other operators. The future of the sport depends on you!

Learn more about ATV/UTV regulations and safe operation: https://dnr.wisconsin.gov/topic/atv

Image: ATV-UTV Safety 1\_Photo Credit: Wisconsin DNR

Post copy: Taking the ATV or UTV out for a ride? Have fun and enjoy Wisconsin's warm weather!

Be safe, too.

The easiest and most important thing to remember is to always ride sober and wear your safety equipment.

Alcohol and riding don't mix.

Crashes can happen quickly, and drinking can reduce your reaction time. Always operate sober, wear your helmet and watch your speed so your riding experience can be an enjoyable one, not a tragedy.

Learn more about ATV/UTV regulations and safe operation: https://dnr.wisconsin.gov/topic/atv

#### POST 4 – WATCH THE WEATHER AND YOUR SPEED

Image:

- ATV-UTV Safety 2\_Photo Credit: Wisconsin DNR

**Post copy**: Speed kills. Unfortunately, that's the sad truth.

Excessive speeds are one of the contributing factors noted in most of the ATV/UTV fatalities in the state.

When you hit the trails, remember that more speed does not equal more fun. It means more danger. Always follow posted trail signs and speed limits when riding on Wisconsin's trails.

Also, remember that an ATV/UTV doesn't handle the same as a vehicle, so watch the weather and be mindful of wet conditions, especially on roadways.

Help keep our trails and routes safe.

Watch your speed, wear your helmet and always operate your machine sober.

Learn more about ATV/UTV regulations and safe operation: <a href="https://dnr.wisconsin.gov/topic/atv">https://dnr.wisconsin.gov/topic/atv</a>

#### POST 5 – KEEP KIDS SAFE

Image: ATV-UTV Safety 2 Photo Credit: Wisconsin DNR

### Post copy:

Seventeen Wisconsin residents have died in fatal ATV crashes so far this year. No matter your age, keeping everyone safe is up to you!

#### Remember:

- Only have passengers ride in designated, approved seats.
- Ride sober. Alcohol and drugs are among the top contributing factors in crashes.
- Watch your speed. Speed limits and route signs exist to prevent dangerous conditions and crashes.
- Wear your helmet and seatbelt. They will keep you and your passengers safe in the event of a crash.

Learn more about ATV/UTV regulations and safe operation: <a href="https://dnr.wisconsin.gov/topic/atv">https://dnr.wisconsin.gov/topic/atv</a>



# 2025 Off-Highway Vehicle Fatal Accident Summary As of June 16, 2025



#					110 10, 2023										
	Date	County/C-V-T	Location/Activity	Vehicle Type	Age / Gender / Residency	Accident Type	Operator Safety Certified?	Helmet / Seatbelt Used	Alcohol Involved/BAC						
#1	1/6/2025	Marquette / Westfield	Frozen Waterbody	UTV	82 / M / WI	Broke Through Ice	No	No / No	Pending						
	Synopsis	Single operator/victim left the shore of Lawrence Lake on a UTV to ice fish and broke through the ice.													
#2	1/12/2025	Oconto / Lena	Route	UTV	49 / M / WI	UTV Rolled Over	No	No / No	Pending						
	Synopsis	is Operator/victim was traveling on a route and lost control on the snow-covered road. The machine subsequently rolled over and the operator/victim was ejected.													
#3	1/25/2025	Waukesha / Pewaukee	Frozen Waterbody	UTV	61 / M / WI	Broke Through Ice	No	No / No	Pending						
	Synopsis	Initial reports indicate an UTV with a single operator/victim broke through the ice. Shortly after, a dive team located the missing person, who was transported to the hospital and pronounced deceased.													
#4	1/30/2025	Kenosha / Twin Lakes	Frozen Waterbody	UTV	70 / M / IL	Broke Through Ice	No	No / No	Pending						
	Synopsis	Three occupants were traveling in an UTV on Lake Elizabeth while ice fishing. The UTV drove into open water, which was believed to be pooled water on top of ice. The operator/victim was recovered on 1/31/2025.													
#5	2/1/2025	Fond du Lac / Lake Winnebago	Frozen Waterbody	UTV	68 / M / WI	Broke Through Ice	No	No / Yes	Pending						
	Synopsis	passenger/victim was recov	he frozen waters of Lake Winnebag ered from the water unresponsive o	and was late	er pronounced deced	ised.			er. The						
#6	2/4/2025	Door / Gardner	Route	UTV	67 / M / WI	UTV Rolled Over / Ejected	No	No / No	Pending						
	Synopsis	Operator/victim was traveling on a snow packed route when the machine left the roadway, slid sideways into the ditch, and rolled on its side.													
#7	2/27/2025	Douglas / Superior	Frozen Waterbody	UTV	69 / M / MN	Broke Through Ice	No	No / No	Pending						
	Synopsis	is An UTV was traveling to ice fish on Kimballs Bay and broke through the ice. Victim was passenger in UTV.													
#8	3/21/2025	Waupaca / Clintonville	Public Road	UTV	87 / M / WI	Collision with a Moving Motor Vehicle	No	No / No	Pending						
	Synopsis		he operator/victim failed to stop at	a stop sign			that was trave	ing on the highway							
#9	4/14/2025	Chippewa / Bloomer	Public Road	UTV	97 / M / WI	Collision with a Moving Motor Vehicle	No	No / No	Pending						
	Synopsis	Operator/victim of UTV was	pulling out of a driveway onto the	highway an	d was struck by a m	otor vehicle.									
#10	4/19/2025	Pepin / Pepin	Private Property	ATV	73 / M / WI	ATV Rolled Over	No	No	Pending						
	Synopsis	Operator/victim was traveling on a private driveway when the machine broke traction, rolled and ejected the operator.													
#11	4/27/2025	Waupaca / Harrison	Route	UTV	57 / M / WI	UTV Rolled Over	No	No / No	Pending						
	Synopsis	Operator/victim was traveli	ng on a road route and failed to ma	ike a turn di	ue to high rate of sp	eed. The UTV then rolled over a	nd the operator	/victim was ejected	<i>1.</i>						
#12	5/3/2025	Lafayette / Kendall	Public Trail	UTV	55 / F / IL	Collision with a Fixed Object	Pending	No / Yes	Pending						
	Synopsis	Victim was passenger in UTV.													
	5/19/2025	Richland / Dayton	Private Property	UTV	10 / M / WI	UTV Tipped Over	No	No / No	Pending						
#13							Operator/victim and a juvenile passenger were riding a small UTV on private property. The operator/victim took an abrupt turn which caused the UTV to tip onto the driver side.								
#13	Synopsis	Operator/victim and a juver	ile passenger were riding a small U	JTV on priva	te property. The ope	erator/victim took an abrupt tu	rn wnich causea	the UIV to tip onto	the ariver side.						
#13		Operator/victim and a juver Grant / Paris	nile passenger were riding a small U Private Property	JTV on priva UTV	27 / M / LA	UTV Tipped Over / Ejected	Unknown	No / No	Pending						



## 2025 Off-Highway Vehicle Fatal Accident Summary As of June 16, 2025



DEFT. OF RATURAL RE	SOUNCES			73 OI JU	110 10, 2023				ENFORCE		
#	Date	County/C-V-T	Location/Activity	Vehicle Type	Age / Gender / Residency	Accident Type	Operator Safety Certified?	Helmet / Seatbelt Used	Alcohol Involved/BAC		
#15	5/30/2025	Iowa / Waldwick	Private Property	ATV	77 / M / WI	ATV Rolled Over	No	No	Pending		
•	Synopsis	Operator/victim was traver operator/victim.	sing a steep hill while spraying wed	eds with a liq	uid sprayer attache	d to the rear rack of the ATV. TI	he ATV tipped b	efore rolling and la	nding on the		
#16	6/7/2025	Marinette / Niagara	Private Property	UTV	18 / M / WI	UTV Rolled Over	No	No / No	Pending		
•	Synopsis	Operator/victim was travel	ing on a private road and failed to	negotiate a	curve. The machine	rolled over and the operator/vi	ctim was ejecte	rd.			
#17	6/8/2025	Walworth / East Troy	Private Property	ATV	15 / M / WI	ATV Rolled Over	No	Yes	Pending		
<u> </u>	Synopsis	Operator/victim was opera	ting down a small hill when the AT	V rolled over	. Victim passed awa	y on 6/9/25 due to injuries sust	ained in the cra	sh.			
#18	6/10/2025	Sauk / Dellona	Public Road	UTV	21 / F / WI	UTV Rolled Over / Ejected	Yes	Pending / No	Pending		
	Synopsis	· ·	ing on a public roadway and passe pital and passed away days later d				nto the roadwa	y and rolled multipl	e times. Victim		
#19	6/27/2025	Clark / Dewhurst	Public Road	UTV	30 / M	Collision With a Fixed Object / Ejected	Pending	Yes / Yes	Pending		
Synopsis		An UTV with two occupants was traveling on a township road when the operator/victim lost control and hit a tree. The unit rolled over after initial impact and the operator/victi									