

# Unlucky Sika Deer



Un...unlucky?

Point

Point  
3

They jump out even when they see the car



Sika deer watch from the roadside. Just as you may think it's okay because they seem to be watching you coming, **they jump out towards you.** "Why do they jump out just as a car is close by? Someone please explain this!"

Point  
4

They come out when the light is low



Sika deer become active around **dawn and dusk when the light is low.** They go out to feed under the cover of darkness. "It's especially hard for humans to see when the light is low, so hopefully they don't jump out!"

How many can you get right?



## Sika Deer Quiz!

Scan the QR code to take the quiz!



### What happens when you collide with a sika deer?



Accidents involving sika deer are increasing across the Iburi and Hidaka regions. Sika deer are large animals that can spring out of nowhere and cause considerable damage if they collide with a car. If you see animal warning signs, be careful not to drive too fast!



The average cost of repairing a car that has hit a big animal like the sika deer is

roughly **623,000 yen.**



The average amount of vehicle insurance claims paid in FY 2023: Source - Survey by the Hokkaido Branch of the General Insurance Association of Japan

If you find a fallen sika deer or an issue with the road, contact the **24-hour Road Emergency Dial!**



# #9910

Only available in Japanese

Scan here for sika deer Safety pamphlets from all areas of Hokkaido!



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## Iburi and Hidaka Regions

# Sika Deer



# Safety Tips





# Be careful

Make sure you know how sika deer act!

Point 1

They slip and cannot walk well on the road



Sika deer are fast runners and can reach speeds of up to 70 km/h. But roads are another matter. Roads may be easy for cars to drive on, but **deer's hooves slip and they often fall over**. Some drivers say they were startled when they saw a deer suddenly struggling on the road.

Point 2

They only watch the leader



Sika deer are herd animals. Even if the leader carefully checks whether a car is coming before crossing, **the other deer will follow blindly without checking their surroundings**. They will not even notice if a car is approaching.  
"If only they checked before crossing!"

# There are many collisions in the Iburi and Hidaka regions!

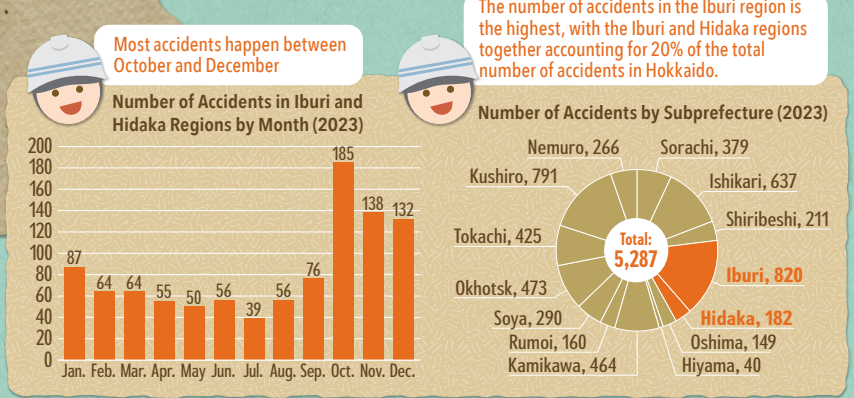
The most important thing to do to avoid a collision is **slow down!**



Number of accidents between cars and sika deer on national roads

- Over 80
- 61 to 80
- 41 to 60
- 21 to 40
- 1 to 20

\* Total from 2019 to 2023  
 \* Number of accidents in an area of approximately 5 km.  
 \* Source: Muroran Development and Construction Department, Hokkaido Regional Development Bureau



## About sika deer

Only male deer have antlers. They shed their antlers and grow new ones every spring.

Their eyes glow in the reflection of headlights at night.

Their fur changes color in the summer and winter (this is the winter coat).

They let out a high-pitched warning call.

Their hooves slip on the road.

What's a car?

- Eat a lot
- Surprisingly bold
- Move in herds

Source: Data from Traffic Planning Division, Traffic Department, Hokkaido Prefectural Police Headquarters