Traffic crashes are one of the leading causes of death and disability in the U.S. Although crash rates are at historical lows, traffic crashes remain the leading cause of death between the ages of 4 and 34 years. An aging and obese population is at increasing risk for crash injury, and reducing vehicle size and weight to improve fuel economy also can increase risk. In this talk, I will talk about the sources of the tremendous success over the past 50 years in reducing the burden of traffic injury, highlight the engineering, medical, and behavioral research at U-M addressing these issues, and sketch out some of the opportunities ahead in addressing this public health challenge.