



Posted speed is the maximum speed in ideal conditions, NOT the target speed.

Factors to consider:

- WEATHER / LIGHTING CONDITIONS
- TRAFFIC
- PEDESTRIANS / CYCLISTS
- ROAD / VEHICLE TYPE
- OTHER ROAD USERS

Speed contributes to **about 30% of road deaths** in high-income countries and **about 50% of road crashes** in some low- and middle-income countries.

Source: World Health Organization (WHO)

The faster you go, the longer it takes to stop.

Stopping distance will depend on factors such as attention (thinking distance), road surface, weather, and tire condition.

30 MPH / 48 KPH



50 MPH / 80 KPH



70 MPH / 113 KPH



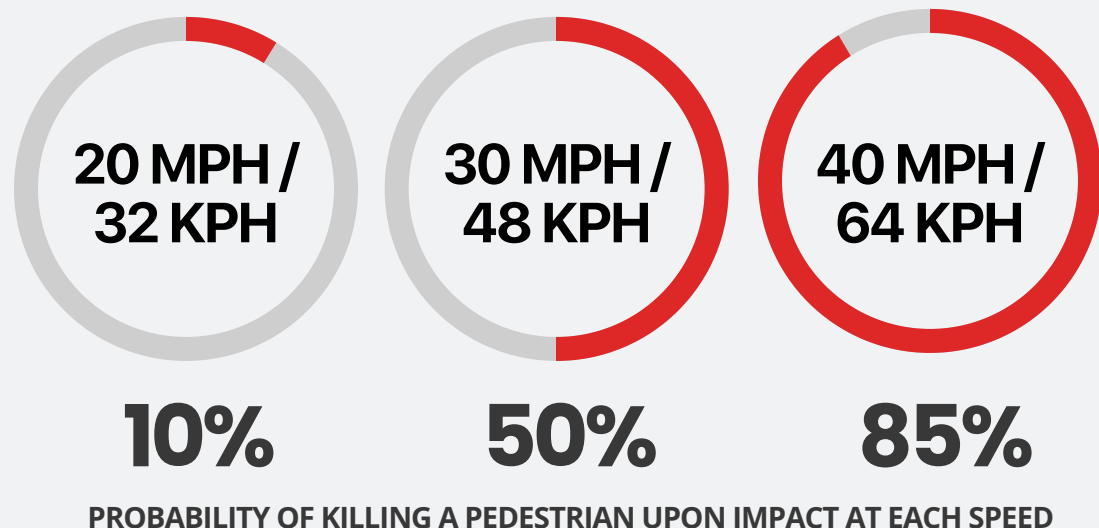
THINKING DISTANCE
BRAKING DISTANCE

13 FEET / 4 METRES

And, in bad weather, it takes even longer.

Up to **2x** as long in rain. Up to **10x** as long in icy conditions.

The faster you drive, the more likely you are to kill.



Source: Pasanen E, 1991.



Exponential Risk

Even if you only increase your speed slightly, you greatly increase your chance of being killed or injured in a crash.

Risk of death is **20 times higher** in a crash with impact speed of 50 MPH / 80 KPH vs. 20 MPH / 32 KPH.



Slow down for bends.

It is important to slow down for bends and curves where it is easy to lose control.



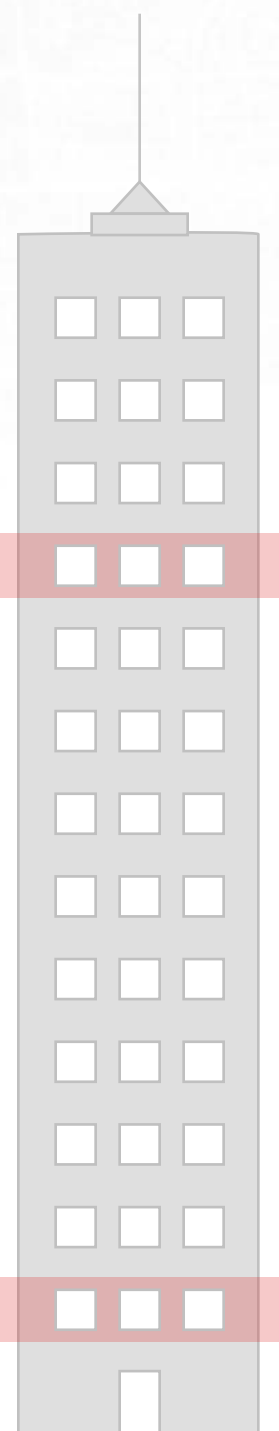
Don't be a gas guzzler.

Over about **56 MPH / 90 KPH**, fuel consumption increases significantly. At 68 MPH / 109 KPH, your vehicle uses up to 25% more fuel that it would at 56 MPH / 90 KPH.

Reduce your risk.

Reducing your speed lowers the impact speed in a crash and reduces your chance of being killed or injured.

Crashing at **60 MPH / 97 KPH** is equivalent to dropping your car from the top of an **11-story building**.



Crashing at **30 MPH / 48 KPH** is equivalent to dropping your car from a **two-story building**.



Be an eco warrior.

Speed is heavily related to emissions of greenhouse gases (mainly CO₂) and local pollutants (CO, NOx, HC, particulates).

DEFENSIVE DRIVING = ECO DRIVING = FUEL-EFFICIENT DRIVING



Reduce speed... for life!

A 5% decrease in average speed leads to approximately a **10% decrease** in all injury crashes and a **20% decrease** in fatal crashes.



Speeding

+



Distraction

+



Fatigue

=

THE TRIPLE THREAT

- S** Slower speeds are less likely to cause pedestrian deaths.
- P** Prepare for the unexpected.
- E** Each time you increase speed, you increase chance of crashing.
- E** Everyone should be aware of their stopping distances.
- D** Driving in bad weather requires much slower speeds.
- I** It is particularly important to slow down for bends and curves.
- N** Never view speed limits as target speeds.
- G** Gas is guzzled at a greater rate if you speed.



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