SPEED AWARENESS

Helping you understand the dangers of speeding by reviewing the key facts, the impact of stopping distances, and considering the correct speed for all situations in environments.

Key Facts

- Every year, over 200 people are killed in crashes involving someone exceeding the speed limit, and over 100 people die in crashes involving someone traveling within the speed limit but too fast for the conditions.
- Drivers with just one speeding violation annually are found to be twice as likely to crash as those with none.
- Company car drivers, and people who drive high annual mileages for work, are up to 50% more likely to crash than private motorists.
- Speeding can impact vehicle stability and result in a loss of control

Appropriate Speed

It is always important to consider what your appropriate speed is. **Sometimes, the most appropriate speed is less than the posted speed limit.**

The appropriate and correct speed must take in the environment, situation, circumstances, road, weather and traffic conditions. Your vehicle, it's condition and your fitness to drive.

Speeding is not fuel efficient!

A car speeding at 80mph (130 km/h) uses 10% more fuel than traveling at 70 mph (112 km/h)

Many drivers unintentionally exceed the speed limit, often without realising it. Modern cars are so powerful and comfortable they give drivers little sensation of their speed. One of the most significant risks drivers face, and create, is driving or riding at inappropriate speeds. This includes both exceeding the speed limit and driving within the limit but still too fast for the conditions (for example, twisting rural roads, poor weather conditions, poor visibility or where there is a high pedestrian activity).

Stopping Distances

Excessive speed has a direct impact on stopping distances.

The **stopping distance** is calculated by combining your **thinking distance** (how long it takes you to react to an event) and your **braking distance** (how long it takes for the vehicle to stop).

IMPACT SPEEDS

Your impact speed is not necessarily the speed you are traveling at, but failing to be able to stop in time will lead to a collision. The greater the impact speed, the higher the chance of serious injuries or worse.

31mph →	**8mph Impact Speed**
32mph →	**11mph Impact Speed**
35mph →	**18mph Impact Speed**
40mph →	**26mph Impact Speed**

www.applied-driving.com | info@applied-driving.com
Applied Driving, 25 Barnes Wallis Road, Segensworth East, Fareham, Hampshire, PO15 5TT

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