



SPEED AWARENESS

Helping you understand the dangers of speeding by reviewing the key facts, the impact of stopping distances, and considering the best speed for the conditions

WHAT IS APPROPRIATE SPEED?

Key Facts

- In 2017, speeding was a contributory factor in 26% of all traffic fatalities
- Drivers with just one speeding violation annually are found to be twice as likely to crash as those with none.
- Higher speeds cause more collisions as you have less time to react and a greater stopping distance
- Speeding can impact vehicle stability and result in a loss of control

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)

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.**

Speed limits are the **maximum** speed to travel, not necessarily the safest. You should always consider what the most appropriate and safe speed for you to reach is.

Consider not just the speed limits but also: the environment, location, road conditions, time of day, time of year, weather, your fitness to drive. Choose the most appropriate speed in your environment.

Stopping Distances

Excessive speed has a direct impact on stopping distances. Your stopping distance is how far your vehicle needs to travel before it reaches a complete stop.

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).

Speed has a dramatic effect on your ability to stop in time to prevent a collision. The difference between stopping at 70mph and stopping at 80mph is a staggering 85 feet (24 metres). **That could be the difference between a safe stop and a fatal collision.**



CHECK YOUR TYRES REGULARLY

If your tyres are not in good condition, your stopping distance can be significantly affected. Your grip will also be impacted, particularly at higher speeds.

Slow down and check your tread and pressure!

Changing Seasons

Choosing the right speed for the conditions is particularly important as the seasons change. Is it dark, misty, foggy, raining? Is the road covered in wet leaves, puddles or ice? Is the sun low?