



5 TIPS TO AVOID SPEEDING

- 1 Route planning saves far more time than speeding.** Making several stops? Plan your route to make right turns instead of left when possible.
- 2 Keep an eye on the odometer.** When you do the recommended mirror-sweep every 5-6 seconds, include the odometer so you can avoid accidental speeding.
- 3 Use cruise control selectively.** Set cruise control to a legal, safe speed, taking into account current driving conditions. Using cruise control is NOT recommended for driving on city streets, in heavy traffic, on hilly or curvy roads, or on slippery wet, snowy, or icy roads.
- 4 The music you listen to could influence your speed.** Consider a driving playlist or tune in to an "easy listening" station to help reduce stress and help you slow down.
- 5 Challenge yourself to drive fuel-efficiently and thus more safely.** Even when gas prices are low, we should strive to conserve fuel. According to *Automotive Fleet* magazine, speeding, rapid acceleration, and hard braking can lower fuel economy by 33% in highway driving and 5% in urban driving. It's been proven: the safer the driver, the higher the miles per gallon, and less fuel consumed.

SLOW DOWN. SPEED MATTERS.

Speeding has been a factor in nearly 1/3 of U.S. crash deaths every year since 2005.¹ Speeding isn't just going faster than the posted limit. Anytime you drive too fast for the road and/or weather conditions, you're speeding. Speeding itself is dangerous, and, when combined with other poor driver behaviors, is exponentially more so.

8 REASONS WHY SPEEDING IS A BAD IDEA

- 1** Under the best conditions, the average time it takes most drivers to react to a risky situation on the road is **1.5 seconds**. A driver who is fatigued, distracted, or impaired by drugs or alcohol may take as long as **3 critical seconds** to react.
- 2** As your speed increases, so does the distance you travel while your brain is processing and reacting to information it's receiving, and this means the distance you need to stop is **also** increasing.
- 3** Speeding increases your risk of losing vehicle control. At higher speeds, motor vehicles become **more** difficult to maneuver—especially on corners or curves or where evasive action is necessary.
- 4** There is a direct correlation between speed and the severity of a crash. The higher the speed, the **greater** the energy that must be absorbed by the impact in a crash.
- 5** The effectiveness of safety devices like air bags and seat belts as well as features such as crumple zones and side member beams **decline** as impact speed increases.
- 6** Drivers are twice as likely to **kill** a pedestrian on impact if they are traveling at 30 mph (50 km/h) than if they are traveling at 25 mph (40 km/h).²
- 7** In urban areas, exceeding the speed limit by as little as 3 mph (5 km/h) **doubles** the likelihood of an injury crash and each additional increase in speed by 3 mph (5 km/h) further doubles the risk.³
- 8** Speeding can be very **expensive**. In addition to speeding ticket fines, the prospect of higher insurance premiums can turn into a lasting financial burden. Depending on severity and driving history, some may face a license suspension, criminal record, or even the loss of their job.

Despite the risk, 45% of drivers say they have driven 10 mph over the speed limit on a residential street in the past month. And 48% said they had driven 15 mph over the speed limit on a freeway.⁴

IS SAVING TIME BY SPEEDING REALLY WORTH IT?

AAA computed how much time it takes to make a 30-mile trip at different speeds:⁵



With a little math, you can work through this formula, using your commute or other common trip as the distance traveled.

$$t = D \left(\frac{1}{v_1} - \frac{1}{v_2} \right) \times 60$$

time distance gained traveled $\left(\frac{1}{v_1} - \frac{1}{v_2} \right) \times 60$
 v_1 is original speed v_2 is increased speed⁶

Saving a few minutes is never worth the risk. A better plan? Leave 5-10 minutes earlier!

DROWSY, DISTRACTED, OR FOCUSED... YOUR DECISIONS DRIVE YOUR SAFETY

References for all pages can be found at <http://trafficsafety.org/dsww/dsww-2016-materials/references>

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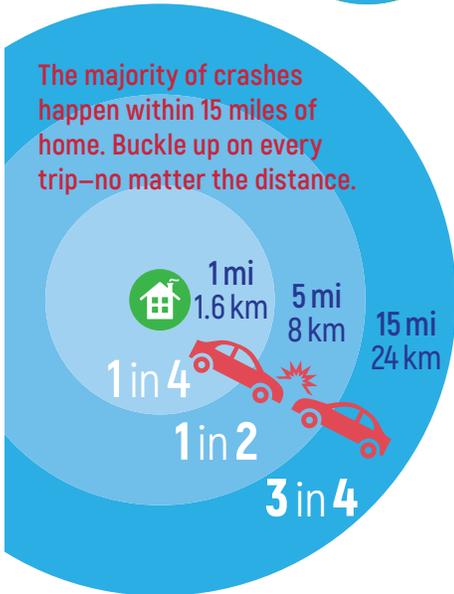




BUCKLE UP. EVERY TIME.

You may be a very safe driver. But over the course of the week, we've covered the dangers of speeding, drowsy driving and driving while distracted. And you can bet there are drivers who are drowsy and on their mobile devices, posting pictures of themselves #whiledriving by an iconic landmark, *speeding* because they are late for something. If you're still not convinced you should never drive or ride without a seat belt, here are a few more things to consider.

The majority of crashes happen within 15 miles of home. Buckle up on every trip—no matter the distance.



GOT KIDS?

Never negotiate on seat belt use. Make sure children are **always** properly buckled in the back seat in a car seat, booster seat, or seat belt, whichever is appropriate for their age, height, and weight. For guidelines, visit: www.safercar.gov

As a parent, one of the most responsible things you can do is to always buckle up when your kids are with you AND when they're not. They are watching. They'll do what you do. **They need you.**



It takes about 2 seconds to buckle your seat belt but less than 1 second to be seriously injured or killed in a crash if you don't. Make today the day you create the habit to buckle up.

5 MORE REASONS TO ALWAYS BUCKLE UP

- 1 The majority of crashes happen close to home.¹
- 2 80% of deaths and serious injuries occur in cars that are traveling under 40 mph.²
- 3 Traffic crashes are the second-leading cause of traumatic brain injury (TBI), according to the CDC, and research indicates that even low-speed crashes can result in mild brain trauma. Seat belts keep you in place, helping prevent your head from hitting the dash, windshield, or steering wheel.
- 4 Seat belts reduce the risk of serious crash-related injuries and death by about half for front seat occupants, according to NHTSA.
- 5 Seat belts saved 12,000 lives in 2014 alone and from 2010 to 2014, they saved 63,000 lives, enough people to fill a football stadium.³

DON'T LET SAFETY TAKE A BACK SEAT—BUCKLE UP NO MATTER WHERE YOU SIT. HERE'S WHY...

- Advances in safety technology have been focused on the front seat of vehicles, since that is where most passengers sit. The risk of injury is 8x greater for people riding unrestrained in the back seat compared to those who are buckled.⁴
- An unrestrained back seat passenger can become a projectile in the event of a crash and cause injury or death to the driver or a passenger in the front seat.
- Even "professional drivers" have collisions. When you are in the back seat of a taxi or similar vehicle, your safety is in the hands of a driver you don't know, so never go without buckling up. If you are in a taxi that does not have working seat belts, don't be embarrassed to get out and find another ride that does.
- More than half of U.S. state laws require front *and* back seat passengers to wear seat belts. To check your state's law, visit www.GHSA.org.



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