

SLOW DOWN. SPEED MATTERS.

YOUR DECISIONS DRIVE YOUR SAFETY

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

WHY SPEEDING IS A BAD IDEA



1.5 seconds. Average time it takes most drivers to react (under the best conditions)



3 seconds. Reaction time of driver who is fatigued, distracted, or impaired by drugs or alcohol



Braking. The faster your vehicle is going, the farther you will travel while processing what is happening... and it will take longer to stop.



Loss of vehicle control. Motor vehicles are more difficult to maneuver at higher speeds – especially on corners or curves or where evasive action is necessary.



Higher speed = more severe crash. The higher the speed, the greater the energy that must be absorbed by the impact in a crash.



Safety device effectiveness. Air bags, seat belts and other features such as crumple zones and side member beams don't work as well at higher impact speeds.



Injuries and death. The higher the speed, the higher the risk of crash and injury. If overall speeds are reduced by just 3 mph (5 km/h), the number of injury crashes could be reduced by about half.² For pedestrians, the average risk of death is 10% at an impact speed of 24.1 mph (38.8 km/h), 25% at 32.5 mph (52.3 km/h), 50% at 40.6 mph (65.3 km/h), 75% at 48.0 mph (77.3 km/h), and 90% at 54.6 mph (87.8 km/h).³



Expense. Speeding tickets can lead to higher insurance premiums, as well as license suspension, criminal record, or even loss of job.

DESPITE THE RISK

45% of drivers said they had driven 10 mph over the speed limit on a residential street in the past month.

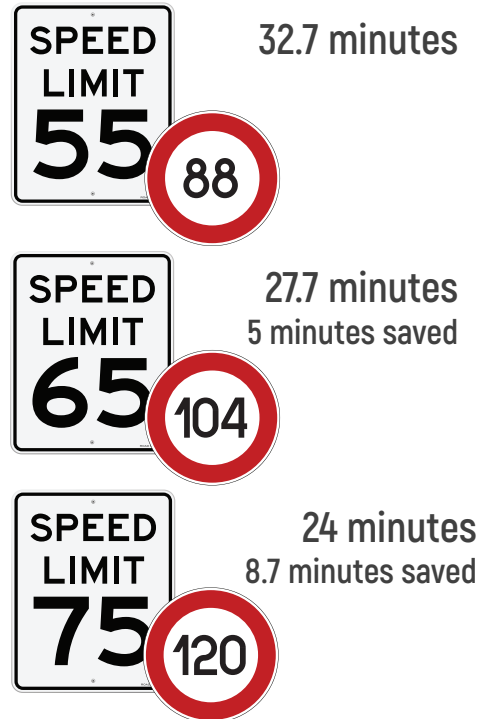
48% said they had driven 15 mph over the speed limit on a freeway.⁴

5 TIPS TO AVOID SPEEDING

- 1 Plan your route.** Advance planning saves far more time than speeding, and you'll be less likely to feel the need to speed.
- 2 Keep an eye on the odometer.** When you do the recommended mirror-sweep every 5-6 seconds, look at 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 music designed to reduce stress and help you slow down.
- 5 Consider fuel efficiency.** Speeding, rapid acceleration and hard braking can lower fuel economy by 15% to 30% in highway driving and 10% to 40% in urban driving.⁶

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



WARNING SIGNS

Most of us believe we are pretty good drivers, and that it's the other drivers out there who are causing the problems. But year after year, an annual AAA survey⁷ finds many drivers admit to engaging in the same dangerous behaviors that they criticize as being "unacceptable" in others. Pay attention to warning signs about your own driving practices. Things like:

A SPEEDING TICKET OR WARNING FROM AN OFFICER. Use the experience as a warning sign that you may have developed habits that are in need of adjustment.

COMMENTS FROM PASSENGERS. Have you been blessed with a back-seat driver in the family? As annoying as that can seem, they may be telling you something you need to hear.

A CLOSE CALL. Have you had to hit the horn, make a hard stop or swerve to avoid a collision? Analyze the situation to see what you can learn from any mistakes you may have made that contributed to the "close call" and prevent it from becoming a crash.

'TYPE A' PERSONALITY. Are you goal-oriented, have a constant sense of urgency and dislike unproductive time? While these traits may be beneficial to your career, they could put you at greater risk for a crash.⁸ If this sounds like you, be mindful of the personality traits that could increase your risk of speeding and think ahead of how to mitigate them.

⁵IHS Fatality Facts, February 2016, <http://www.ihs.org/ihs/topics/t/general-statistics/fatalityfacts/overview-of-fatality-facts> ⁶Kloeden CN, McLean AJ, Glonek G [2002]. Reanalysis of traveling speed and the risk of crash involvement in Adelaide South Australia. Road Accident Research Unit, the University of Adelaide. ⁷Tefft BC [2013]. Impact speed and a pedestrian's risk of severe injury or death. Accident Analysis & Prevention 50: 871-878. ⁸AAA Foundation for Traffic Safety. [2016]. 2015 Traffic Safety Culture Index. Washington, DC: AAA Foundation for Traffic Safety. ⁹Thomas, J.F., S. Huff, and B. West. 2016. Review of Measured and Modeled Fuel Consumption Changes Due to Aggressive Driving on Conventional and Hybrid Electric Light-Duty Vehicles. Internal Report. Oak Ridge National Laboratory. ¹⁰AAA Foundation for Traffic Safety. [2016]. Speeding, AAA Exchange. <http://exchange.aaa.com/safety/roadway-safety/speeding/#V4PwqvkjD8> ¹¹AAA Foundation for Traffic Safety. "AAA Traffic Safety Culture Index 2007-2015." <https://www.aaa.foundation.org/safety-culture> ¹²Fatima, Batool, Naureen Munawar, and Samira Arshad. "Type-A Behavior and Traffic Accidents." Institute of Clinical Psychology, University of Karachi.