

Document 35

Government road safety campaign
THINK! Road Safety web page
detailing how speed affects Road
Safety



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Speed *It's 30 for a reason*

The difference of a few miles per hour can mean the difference between life and death. The faster someone is driving, the less time they have to stop if something unexpected happens.

If you kill someone while speeding, you will have to live with the long-term emotional consequences.

Speed limits are there for a reason.

The facts

- Speed is one of the main factors in fatal road accidents
- In 2011, 3,267 people were killed or seriously injured in crashes where speed was a factor
- The risk of death is approximately four times higher when a pedestrian is hit at 40mph than at 30mph
- Fatal accidents are four times as likely on rural roads as urban roads

The law

- You must not drive faster than the speed limit for the type of road and your type of vehicle. The speed limit is the absolute maximum and it doesn't mean it's safe to drive at this speed in all conditions.

Speed limits and speeding
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THINK! Advice

Drive to suit the conditions of the road

In some road conditions, even driving at the speed limit could be too fast. Factors that affect road conditions include fog, rain and traffic flow. The national speed limit is not a target speed.

Driving too fast for the conditions is bad driving

Driving too close to the car in front, undertaking and failing to signal are

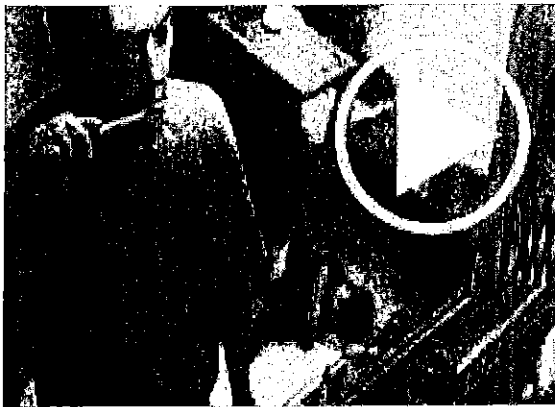
widely accepted as examples of bad driving. However, some drivers fail to accept that driving too fast is also poor driving despite the fact that this is a contributory factor in hundreds of deaths and thousands of injuries every year.

Consider the consequences of causing an accident due to driving at excessive speed

If you cause an accident you will have to live with the emotional consequences of deaths or injuries caused to others.

Don't assume it's safe to break the speed limit on rural roads because there is less traffic or an open road ahead

Be aware that there may be unexpected hazards, such as blind bends, vehicles coming out of junctions and animals on the road.



WATCH: The THINK! TV ad shows the emotional consequences of killing a child while speeding

[Live with it](#)Opens new window

WATCH: See just how unpredictable country roads can be

[Country roads - Don't risk it](#)Opens new window

LISTEN: The THINK! radio adverts

[Always there - Bertie \(.mp3 - 723kb\)](#)Opens new window

[Always there - Joelle \(.mp3 - 722kb\)](#)Opens new window

[Always there - Callum \(.mp3 - 723kb\)](#)Opens new window

DOWNLOAD: The THINK! campaign poster

[Always There poster \(.pdf - 4.7mb\)](#)Opens new window

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