

THE FATAL FOUR



Drink & Drugs

Mobile Phones

Speeding

NO Seatbelts

CAUSE AND EFFECT

Supplement No. 7

Speeding

- Speed is one of the main factors in fatal road accidents. In 2013, 3,064 people were killed or seriously injured in crashes where speed was a factor.
- If you hit a pedestrian when driving at 40 mph rather than 30mph, the risk of killing them is approximately four times higher.
- The faster you drive the smaller the chance of being able to stop in time to avoid hitting someone or something. If you can't stop in time, you will hit with greater impact which means a greater chance of causing serious injury or death.
- A vehicle travelling at 25mph would not be able to stop in time to avoid a child running out three car-lengths in front. It would hit the child at 18mph. This is roughly the same impact as a child falling from an upstairs window. However a car travelling at 20mph would be able to stop in time.
- The national speed limit is not a target speed. 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.
- 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, even though speeding is a contributory factor in hundreds of deaths and thousands of injuries every year, some drivers still won't accept that driving too fast is also poor driving!
- Fatal accidents are four times more likely on rural "A" roads than on urban "A" roads. Don't assume it's safe to break the speed limit on country 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 or cyclists on the road.

Always take into account:

- Weather conditions - rain, snow on road etc.
- Traffic conditions - is the traffic light or heavy (busy)?
- The speed limit is not a target speed - it's the maximum
- Thinking time - before you even start to brake
- The 2 Second Rule - only a fool breaks the 2 second rule
i.e. keep a gap of 2 seconds between you and the car in front at all speeds