

SPEED IS THE BIGGEST ROAD SAFETY ISSUE IN NEW ZEALAND

††††† 11 PEOPLE
†††††† EVERY WEEK

killed or seriously injured
in a speed-related crash

The faster you drive, the more likely you are to crash and the more severe the outcome

As your speed increases:



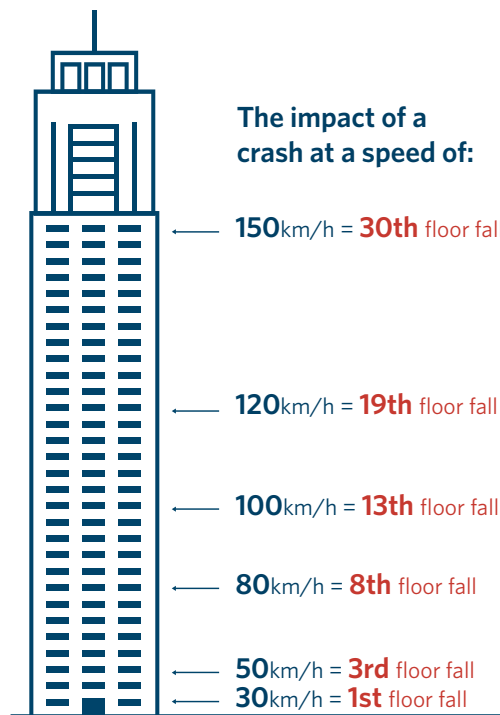
The distance you need in order to stop increases



The higher the risk you are going too fast to react if you meet anything unexpected



There is a greater chance that other road users will misjudge your speed



The impact of a crash at a speed of:

150km/h = 30th floor fall

120km/h = 19th floor fall

100km/h = 13th floor fall

80km/h = 8th floor fall

50km/h = 3rd floor fall

30km/h = 1st floor fall

In 2018

Speed was a factor in:



102
FATAL
CRASHES

417
SERIOUS
INJURY
CRASHES

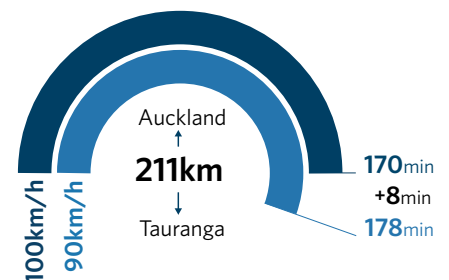


\$879m
PER YEAR



The social cost of crashes involving drivers travelling too fast for the conditions

Driving faster doesn't save much time



Reducing speed by 10% on a 6km trip will add just 68 seconds

Other factors have a greater effect on travel time



YOU ARE 30% more likely to be in a serious crash at 90km/h than at 80km/h