

# Best Practice Guide

## Speeding



### Put A Stop To Speeding

Speeding is one of the main causes of road traffic collisions - and one of the main causes of death on the roads.

Unfortunately, far too many drivers think it is ok to speed, and seem oblivious to the dangers and the many different reasons why speeding is not acceptable.

The most skilled drivers know why it is important to keep their speed to a safe - and legal - limit.

### Slash Your Chance Of A Crash

Even if you only increase your speed by a few miles per hour or kilometres per hour, you greatly increase your chance of being killed or injured on the road. In fact the risk of crashing at 40 mph / 64 kph is double the risk at 35 mph / 56 kph.

### Cut Your Risk Of Injury

Cutting your speed reduces the impact speed in a crash - and reduces your chance of being killed or injured.

Consider the following:

- Crashing at 60 mph / 96 kph is equivalent to dropping your car from the top of an 11 storey building.
- Crashing at 30 mph / 48kph is equivalent to dropping from a two-storey building.
- Crash tests which help to provide a vehicle's safety rating are generally carried out at speeds of up to 40 mph / 64 kph. This means that even if your car has a good safety rating it is not designed to keep you safe in a high speed crash.

### Kill Your Chance Of Becoming A Killer

The faster you drive the more likely you are to kill someone if you hit them in your vehicle - and even though you might think you could avoid a situation like this, it is extremely difficult to avoid a child who runs into the road right in front of you. This is why it is particularly important to cut your speed right down in residential areas or near to schools.

Consider the following:

- If you hit a child at 20 mph / 32 kph they have a 90% chance of survival.
- If you hit a child at 30 mph / 48 kph they have just a 50% chance of survival.
- If you hit a child at 40 mph / 64 kph they have an 85% chance of dying.

### Don't Be A Gas Guzzler

Over about 60 mph / 96 kph fuel consumption increases significantly. At 70 mph / 112 kph your vehicle uses up to 25% more fuel than it would at 60 mph / 96 kph. Aggressive driving (such as speeding off from a stationary position or hard braking) also increases fuel consumption by up to 37%. The most fuel-efficient option is to accelerate smoothly and maintain a steady and safe speed.

### Expect The Unexpected

The faster you go, the more you reduce your ability to react to hazards. It takes the average person between 0.75 and 1.5 seconds to react after seeing a hazard. This doesn't seem like long but at 65 mph / 104 kph you would travel seven car lengths before your foot even started to move to the brake pedal. Consider this when deciding on a safe speed.



### Know Your Stopping Distance

The faster you go the longer it takes to stop. This is down to the laws of physics and it doesn't matter how good you are at driving.

You should be aware that:

- At 20 mph / 32 kph the stopping distance is 12 metres.
- At 30 mph / 48 kph the stopping distance is 23 metres.
- At 40 mph / 64 kph the stopping distance is 36 metres.
- At 60 mph / 96 kph the stopping distance is 73 metres.
- At 70 mph / 112 kph the stopping distance is 96 metres.

### Slow Down For Bends

Slow speeds are particularly important on corners where it is easy to lose control. If you fail to slow down in plenty of time for a bend you are more likely to brake suddenly and lose control which can lead to skidding or even a rollover.



### Don't Aim For The Target

Don't make the mistake of thinking that speed limits are target speeds. Speed limits are the maximum speed you should travel in good conditions. This means you should drive at a slower speed when conditions are bad.

Consider:

- The weather conditions. It can take twice as long to stop in the wet and up to 10 times as long to stop on icy roads.
- How much traffic is on the road.
- Visibility - this can be greatly reduced in the dark or in bad weather.

## Warning

Drivers are more likely to speed and drive dangerously when feeling angry, stressed, rushed or distracted.

Driving while emotions are high is dangerous, so take time to calm down before getting behind the wheel.

**S**lower speeds are less likely to cause pedestrian deaths.

**P**repare for the unexpected.

**E**ach time you increase your speed you increase your chance of an incident.

**E**veryone should be aware of their stopping distances.

**D**riving in bad weather requires much slower speeds.

**I**t is particularly important to slow down for corners.

**N**ever view speed limits as target speeds.

**G**as is guzzled at a greater rate if you speed.

