

NOT SO FAST

► **Speed-related crashes kill more than 12,000 people each year in the United States.**

► **Following the speed limit SAVES LIVES.**

SLOW DOWN



SAFE PASSAGE

moving toward zero fatalities

WWW.NJSAFEROADS.COM



If You **SPEED**, You:

- ▶ Have less time to react and avoid hazards.
- ▶ Increase the distance you need to stop.
- ▶ Risk losing control of your vehicle.
- ▶ Endanger the lives of pedestrians and cyclists.
- ▶ Increase the severity of any collision.
- ▶ Face significant penalties and fines.
- ▶ Threaten the safety of everyone on the road.
- ▶ Increase your risk of a deadly crash; you may not arrive at your destination at all.

To **AVOID** Speeding Crashes:

- ▶ Leave early to give yourself plenty of time to reach your destination without rushing.
- ▶ Use cruise control to maintain a steady, legal speed on the highway.
- ▶ Pay attention to speed limits and adjust your speed based on road conditions.
- ▶ Anticipate potential hazards and drive at a speed that allows you to react safely.
- ▶ Avoid aggressive driving behaviors and stay calm behind the wheel.
- ▶ Be a role model for others, especially young drivers, by driving responsibly.

www.NJSafeRoads.com

Click on the icon on our home page:



NJ Division of Highway Traffic Safety
609.633.9300 • 800.422.3750