

If you were DRIVING TO YOUR DEATH WOULD YOU STILL SPEED?

IMPACT SPEEDS WHERE THE RISK OF DEATH
AND SERIOUS INJURY ESCALATES.



Head-on
70kmh



Head-on with tree
50kmh

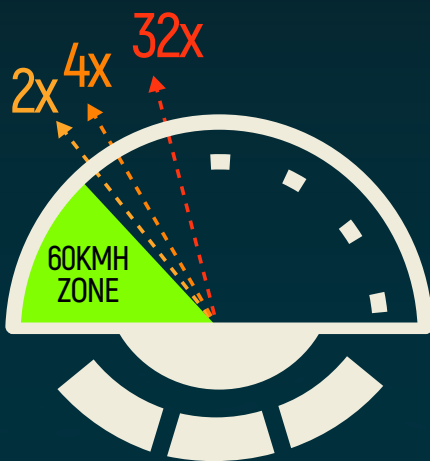


Side-impact
50kmh

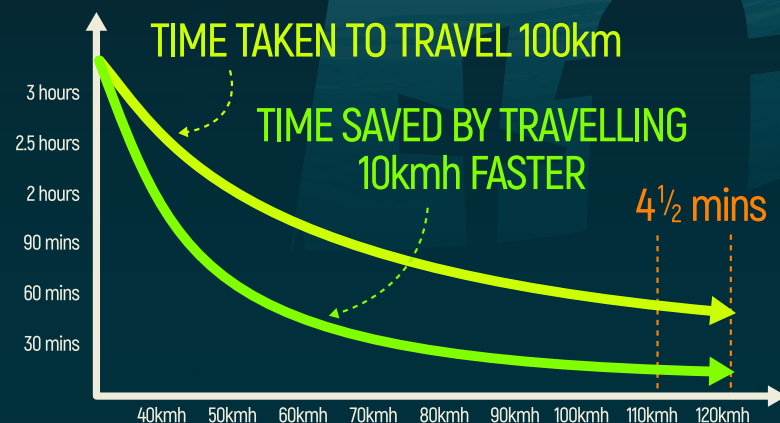


Pedestrian
30kmh

EVEN WHEN SPEEDING BY A SMALL
AMOUNT, CRASH RISK INCREASES



PUTTING YOUR FOOT DOWN SAVES
LESS TIME THAN YOU THINK



Industry Road Safety Alliance
S O U T H W E S T

www.industryroadsafety.com.au

