

# MOTOR VEHICLE ACCIDENT SAFETY BLITZ!

## SPEEDING

10-14  
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### WHAT IS SPEEDING?

#### LET'S PUT A DEFINITION ON IT.

Speeding is when any motorized vehicle travels at a rate of speed that is faster than the posted limit for the given area. Speed limits are put in place to protect all road users. Road and weather conditions can also dictate whether a vehicle is traveling too fast or speeding for those situations.

### THERE'S NO SUCH THING AS A NEED TO SPEED.

#### IT DOESN'T MATTER WHEN OR WHERE... SPEEDING IS ALWAYS UNSAFE.

Local roads are often more dangerous than highways for speeders. In 2020, 87% of all speed-related traffic fatalities occurred on non-interstate roadways. Speed governors set for highway speeds don't help on local roadways.

### LIFE IS TOO SHORT. SLOW DOWN.

#### SPEEDING IS ILLEGAL AND IT ENDANGERS YOU, YOUR LOVED ONES, AND STRANGERS.

Speeding can reduce driver ability to maneuver the roadways. Curves, obstacles, other vehicles, and even pedestrians are always a danger while driving. Speeding reduces reaction time and increases the chances of accidents and injuries.

### DON'T BE A STATISTIC.

#### SPEEDING IS A MAJOR FACTOR IN TRAFFIC INJURIES AND DEATHS.

Speeding now accounts for 29% of all traffic fatalities. In 2020, over 11k people were killed in accidents attributed to speeding. That's over 30 people PER DAY.

### DON'T BE UNDER THE INFLUENCE.

#### DRIVING + SPEEDING + DRUGS/ALCOHOL = DEADLY

You should never be under the influence when driving a vehicle. In 2020, 37% of drivers involved in fatal crashes were speeding and had a blood alcohol concentration of .08 or higher. It's illegal, it's dangerous... and it's deadly.

### AGE ISN'T JUST A NUMBER.

#### YOUNG PEOPLE ARE MOST LIKELY TO BE INVOLVED IN SPEED-RELATED CRASHES.

27% of males age 18-44 and 16% of females age 18-44 involved in fatal crashes in 2020 were speeding at the time of the accident.



Don't forget to post your pictures on Facebook! Use #SafetyBlitz2022 and tag ATA Comp Fund or Alliance Interstate Risk for your chance to win prizes!



#SB22 PLAYLIST

# DON'T GET CAUGHT. PUMP THE BRAKES.

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Safety isn't scary. You don't have to be the fastest one to the finish line, wherever that may be. Here are some tips to help drivers remember that speeding KILLS.

- Time management and properly planned routes are important to reduce speeding. Leave early so you aren't running late and in a hurry. A well-planned route takes time, road conditions, and potential delays into account which reduces anxiety, speeding, and erratic driving to get to your destination on time.
  - Do not get frustrated by traffic congestion and speed afterwards in order to make up the time. Be patient as the only thing you can control is your attitude.
  - Keep your cool and don't let aggressive drivers influence your driving behavior and cause you to speed up. Stress and anger have been proven to be leading causes of speeding.
  - Stay adaptable and adjust your speed according to road, traffic, and weather conditions. Trucks can not stop quickly and must maintain slower speeds under certain circumstances.
  - Drive carefully on exit and entrance ramps as speeds going up and down can lead to a truck roll over.
- Drivers should approach and enter curves cautiously and with reduced speed. Trucks are vulnerable to roll overs when approaching a curve at a high rate of speed.
  - Make sure to respect construction zones and do not speed through. Reduced speeds enable drivers to monitor construction workers and vehicles entering and exiting the zone.
  - Keep your load in mind while driving and adjust your speed accordingly. Tall loads can change the truck's center of gravity which can increase the chance of a roll over. Heavy loads can add momentum, which will force the truck to take longer to slow down the rate of speed.
  - Utilize cruise control in dry conditions. Set to the proper speed, cruise control can prevent unintentional speeding. Remember to change the cruise speed if conditions or speed limits change.

# LESSONS LEARNED. THIS IS REAL LIFE.

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## JANUARY 2021

Driver was traveling at 55 MPH in a 35 MPH speed limit on a local road and was unable to stop his loaded truck for a train crossing. Truck cab was struck by the train, resulting in multiple, life-threatening injuries that required months of hospitalization and surgeries.

## MARCH 2022

Driver was involved in a single-vehicle accident while driving 65 MPH on wet roads in the rain. Driver sped into a curve and lost control of his truck. The truck stopped upside down in a ditch. The driver sustained injuries to his shoulder and his neck, resulting in two surgeries and months away from work. The driver was ticketed by police for driving too fast for conditions.

