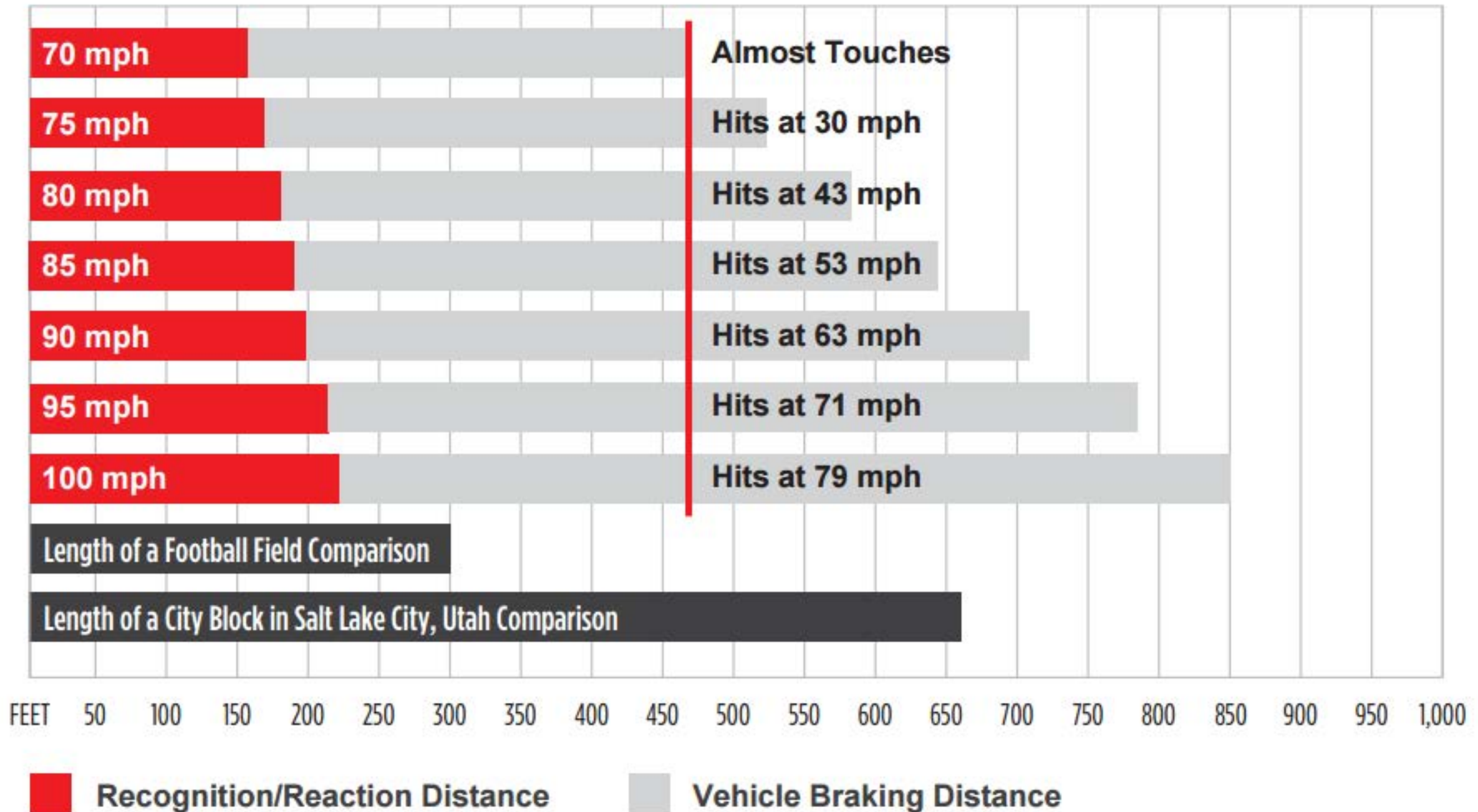


# Slow Down, 5 Miles Per Hour Over Makes A Big Difference

Imagine driving in a 70 mph speed zone at 70 mph and you see an obstacle just in time to stop. What would happen if you were traveling just 5 mph faster?



\* Information adapted from the National Highway Traffic Safety Administration's Speed Shatters Lives program and the Transportation Accident Commission of Victoria, Australia's Wipe Off 5 Case Study, 2002



**Speeding-related deaths nationwide account for nearly a third of all traffic fatalities each year, taking close to 10,000 lives.**

**x2**

For every 10 mph over 50 mph, the risk of death in a crash is DOUBLED

**40%**

Speed was a factor in 40 percent of Utah's FATAL CRASHES

**Zero Fatalities**  
A Goal We Can All Live With

