



# TIME TO SLOW DOWN

**W**E'VE KNOWN ABOUT THE DANGERS OF EXCESSIVE SPEED FOR AS LONG AS WE'VE HAD VEHICLES ON THE ROADS.

**S**PEEDING IN THE 15TH CENTURY COULD COST A WEEK'S WAGES OR TIME IN PRISON.

**R**ULES AND CUSTOMS HAVE EVOLVED, BUT THE HUMAN BODY HAS NOT.

**I**T'S A TIME-TESTED FORMULA - THE FASTER YOU TRAVEL, THE LESS TIME YOU HAVE TO REACT. AND IF YOU DO CRASH, YOU HAVE A GREATER RISK OF INJURY.

**S**IMPLY PUT, THE FASTER YOU GO, THE HARDER YOU HIT.

**I**SN'T IT TIME WE SLOWED DOWN?

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

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