**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, Email]**

**NHTSA Urges Drivers to Slow Down**

**[City, State]** — The U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) is working to keep everyone on the road safe by raising awareness about the dangers of speeding and urging drivers to obey speed limits. From **{insert dates}**, local law enforcement will be taking part in the *Speeding Slows You Down* high-visibility enforcement campaign. If a driver is pulled over for speeding, he or she will be issued a ticket for breaking the law.

In 2022, there were 12,151 fatalities in speeding-related crashes, accounting for 29% of total traffic fatalities. The same year resulted in a decrease of fatalities of 2.8% from 12,498 in 2021. Young drivers and motorcyclists are especially susceptible to high speeds, and they represent the largest demographic involved in speeding-related vehicle crashes. In 2022, 35% of male drivers and 19% of female drivers in the 15- to 20-year-old age group involved in fatal traffic crashes were speeding. Thirty-five percent of all motorcycle riders involved in fatal crashes in 2022 were speeding. Motorcycle riders 21 to 24 years old involved in fatal crashes had the highest speeding involvement at 51%.

“Speed limit signs are not suggestions, they are the law,” said **[Local Law Enforcement Official].** “They are posted for the safety of the driver and others in that particular area. Unfortunately, we see people speeding every day, especially young men. If you’re killed in a crash, or if you kill someone else, that’s it – there’s no second chance. Speeding just isn’t worth the risk,” said **[Local Law Enforcement Official].**

Much like impaired driving, speeding is a selfish choice that has deadly consequences for the driver, vehicle passenger, and others using the road. Speeding reduces a driver’s ability to steer safely around another vehicle, a hazardous object, or an unexpected curve. Even the safest cars with the newest technologies are limited in how much they can help reduce the odds of a crash.

According to NHTSA, local roads are more dangerous than highways for speeders. It's a common misconception that speeding is an interstate-related issue: In fact, in 2022, 87% of all US speeding-related traffic fatalities occurred on routes other than interstates.

Drivers in **[insert appropriate roads where city or community has problems, i.e., neighborhood, school zone or secondary roads]** should be especially aware of this campaign and their speed. “Local roads are where most of our speeding-related crashes occur,” said **[Law Enforcement Officer].** “We will be concentrating our efforts in these areas,” **[he/she]** said.

“We are asking our community to please slow down,” said **[Law Enforcement Official].** “Our goal is to save lives, and we’re putting all drivers on alert — the posted speed limit is the law. No excuses.*”*

For more information, please visit [www.nhtsa.gov/risky-driving/speeding](https://www.nhtsa.gov/risky-driving/speeding).

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