### *Speeding Slows You Down*

Join the U.S. Department of Transportation’s National Highway Traffic Safety Administration’s (NHTSA) safety initiative to educate the public about the dangers of speeding. *Speeding Slows You Down* is a high-visibility enforcement speed prevention campaign that focuses on the consequences of speeding — including tickets and fines — while urging drivers to slow down.

### Talking Points

**General**

* Speeding endangers you, your loved ones, and everyone else on the road.
* While speeding may seem like the faster option, ultimately, *Speeding Slows You Down*.
* Speeding accounts for more than one-quarter of all traffic-related fatalities nationally.
* Did you know? Speeding is a type of aggressive driving behavior.
* There are many reasons drivers choose to speed, but lateness, traffic, and a general disregard for others are the main culprits behind this risky behavior.
* Speed limits are put in place to protect everyone who uses our roads.
* When you speed, your ability to steer safely around another vehicle, a hazardous object, or an unexpected curve is reduced.
* Speed also affects your safety even when you are driving at the speed limit but too fast for road conditions, such as during bad weather, when a road is under repair, or in an area at night that isn’t well lit.
* A common misconception is that speeding is an interstate-related issue. Speeding happens — and is dangerous — on all roads.
* When you speed, it takes longer to stop — including to stop for pedestrians or road crews.
* Even advancements in vehicle safety and passenger protection cannot keep people safe from the dangers of speeding.

**Enforcement**

* Speeding is illegal.
* Drivers will see more law enforcement on the road from **{insert dates}** as part of the *Speeding Slows You Down* high-visibility enforcement campaign.
* Law enforcement officers will accept no excuse for speeding.
* If law enforcement pulls you over for speeding, they will issue a ticket that could result in a fine.
* Some drivers think it is safe to drive just a few miles above the speed limit. When it comes to speeding,the posted speed limit is the law.

**Stats**

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