



## HARD AND **FAST** FACTS

**Pedestrians hit by a car...**

**at 30 km/h – 1 in 10 will die**



**at 50 km/h – 5 in 10 will die**



**at 60 km/h – 9 in 10 will die**



Source: Rules of the Road, 2007

## **THE BIGGER THE PENALTY**

Speeding drivers risk getting **two penalty points on their driving licence plus a fine of between €80 to €120**, if you opt to go to court and are convicted you risk **four penalty points and a fine of up to €800**.

**ANY DRIVER WHO GETS 12 PENALTY POINTS AT ANY TIME INSIDE A THREE YEAR PERIOD FACES DISQUALIFICATION FROM DRIVING FOR SIX MONTHS.**

For more information on speed limits and stopping distances read the **Rules of the Road** at [www.rsa.ie](http://www.rsa.ie)

# GET THE POINT! NOT THE POINTS!



**SPEEDSHAME**



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# **THE FASTER THE SPEED THE BIGGER THE MESS**





## THE **BIGGER** THE RISK OF DEATH

Speed is the **biggest contributing factor to road deaths** in the Republic of Ireland.

Between 1996 and 2004, **excessive speed** contributed to **29% of our road deaths**.

## THE **BIGGER** THE NUMBER OF DEATHS

Speed is **directly killing an average of 107 people a year** in the Republic of Ireland.

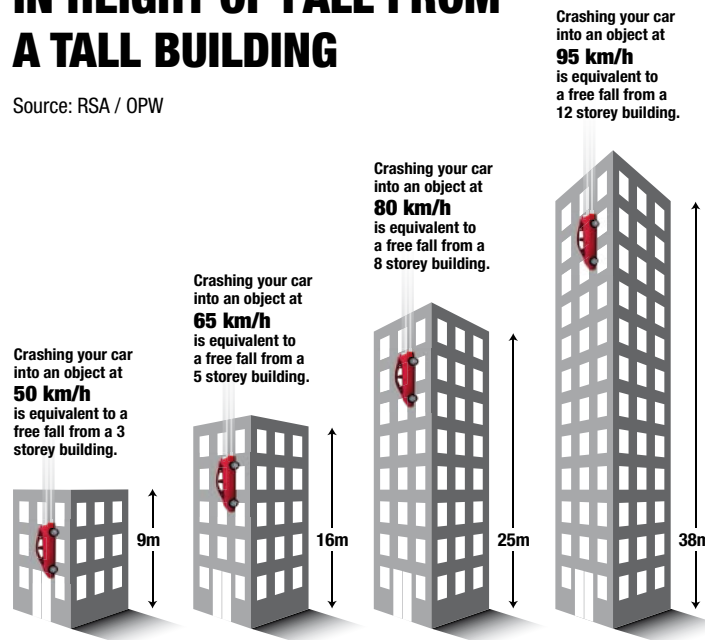
## THE **BIGGER** THE MISERY

A speeding crash is over in a second but, for the victims, the **misery lasts a lifetime**.

Speeding is a selfish act which sentences innocent people to a **lifetime of pain**.

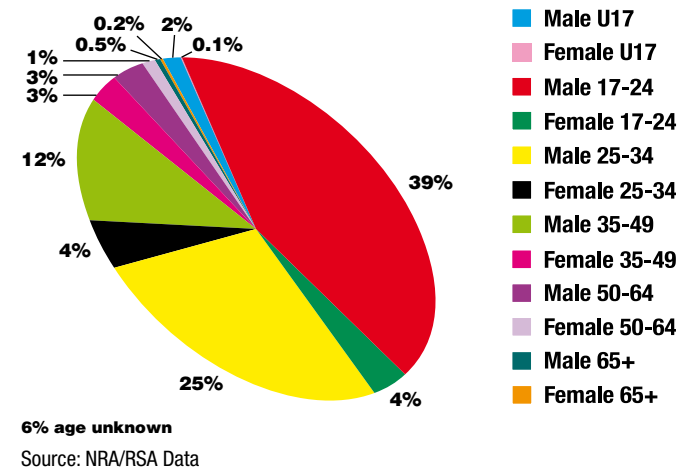
## THE **BIGGER** THE HIT COLLISION IMPACT MEASURED IN HEIGHT OF FALL FROM A TALL BUILDING

Source: RSA / OPW



## WHO IS TO BLAME? **DRIVERS**

Drivers responsible for fatal/serious injury collisions by age/gender (Republic of Ireland 1996-2004)



**EVERY DRIVER IS AT RISK!**

**THE **FASTER** THE SPEED, THE **BIGGER** THE MESS**