



On the
road...

TAKE IT EASY.

Québec 

SPEEDY?

With the demands of work, family life, studies, new technology, quick meals... everything is happening so fast! Could it be that your impatience and the stress brought on by today's hectic pace carry over when you get at the controls of a vehicle? If so, your driving could be influenced and take you over the speed limit.

“Even if I drive at 10km/h above the speed limit, I really cannot say that I'm part of the problem.”

For most of us, driving at 10km/h over the speed limit does not appear to be a serious problem or danger. However, even a "little bit" over the limit can have devastating consequences. City travel at 10km/h over the speed limit quadruples the risk of having an accident.

“Speeding does not really concern me, because I just use my car in the city.”

That's a comforting, but faulty, illusion because so many accidents due to speeding happen in urban areas, close to home or work, in zones of 50 to 70km/h. More precisely, the greatest number of injury-causing accidents occur in speed zones of 50km/h, where there is interaction of vehicles with other road users (pedestrians, cyclists, etc.).

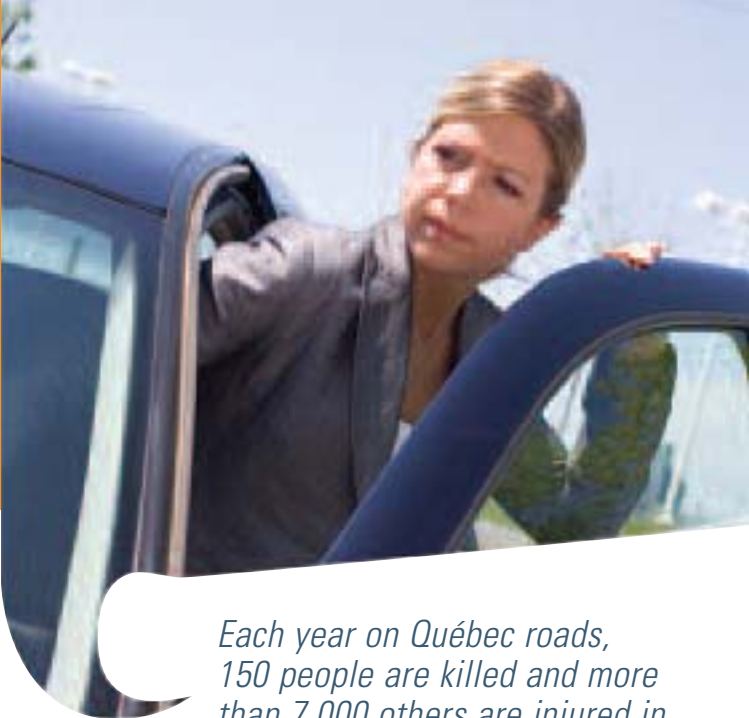
“Speed limits have been the same for many years, but with today's cars, I can go faster, and still stop on a dime...safely.”

Even a skilled driver at the wheel of a very good vehicle cannot escape the laws of physics.

The higher the speed of travel:

- the zone of possible ways out narrows;
- the more a driver's field of vision shrinks;
- the longer the distance needed to stop;
- the stronger centrifugal force pushes to the edge;
- the greater the violence at impact.

Speeding drivers run a greater risk of becoming involved in an accident, and one where injuries are more serious due to the violence on impact. Despite vehicle improvements during the last thirty years (seat belts, airbags, etc.), the one aspect not bolstered is the human body's shock-absorbing capability.



*Each year on Québec roads,
150 people are killed and more
than 7,000 others are injured in
accidents linked to speeding.*

**“Travel at 10km/h over the speed limit
helps me gain precious minutes.”**

Some people think that they can "save" time by driving fast, and the faster they travel, the more time saved. Reality check: taking traffic lights and other vehicles into account, the driver in a hurry saves no appreciable time.

**On the
road...**

TAKE IT EASY.



City travel at 10 km/h over the speed limit quadruples the risk of having an accident.

“It’s youngsters who speed.”

Statistics show that drivers of all ages are involved in accidents due to speeding, even if drivers age 45 and older have a smaller share of speeding-related mishaps. The figures for speeding male and female drivers bear no discrimination there.

“Speeding? Not me!”

Speeding is an issue that everyone can act upon. If, for instance, drivers reduced their average speed by a mere 5 km/h, the drop would be 15% in the number of fatalities and injured accident victims on Québec roads.

**SLOWING DOWN IS A
COLLECTIVE RESPONSIBILITY.**



TAKE IT EASY.

TO REACH US, PHONE:

514 873-7620 in Montréal;
418 643-7620 in Québec (city and vicinity); or
1-800-361-7620, toll free, from elsewhere in
Québec, Canada, USA.

www.saaq.gouv.qc.ca

*Société de l'assurance
automobile*

Québec

