When you're on the road, take the time to slow down

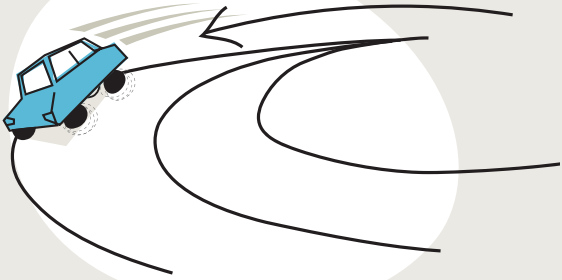
Québec

Take the time to

The more you slow down...

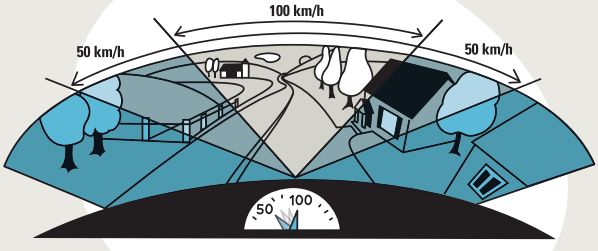
... the better traction your vehicle has on curves.

It's well known: decreasing your speed helps your vehicle hug the road and reduces the risk of skidding.



... the wider your field of vision.

You are better able to process information that appears on the road.

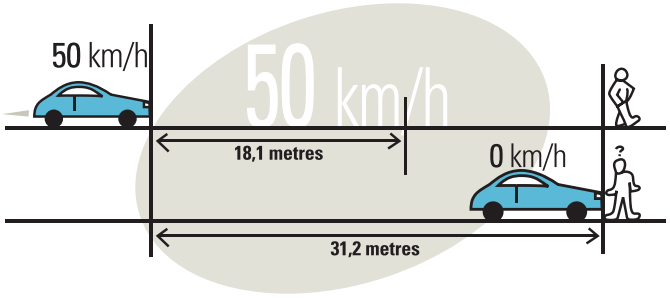


slow down

... the shorter your stopping distance.

You see a pedestrian on the road. The reaction time, the time it takes to step on the brake and travel a certain distance before your vehicle comes to a complete stop: this is what's called the stopping distance.

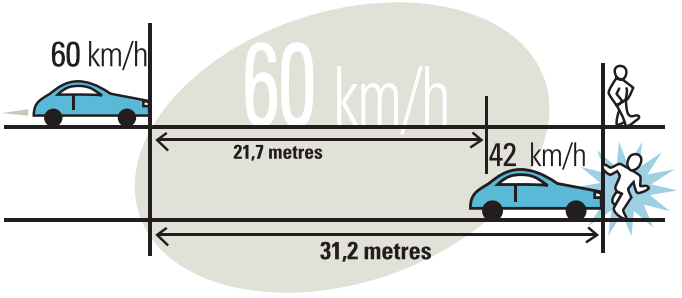
For example
Under ideal conditions, such as a dry roadway in good condition or a straight flat road…



- If you are travelling at **50 km/h** and you see a pedestrian **32 m** away from your vehicle:
  - your reaction time is **1.3 seconds;**
  - before stepping on the brake, you will already have travelled **18.1 m;**
  - after hitting the brakes, you will cover a further **13.1 m** before your vehicle comes to a complete stop.

Between the moment you see the pedestrian and the moment your vehicle comes to a complete stop, you will have travelled a total of **31.2 m**.

At that speed, it would be **possible** for you to avoid hitting the pedestrian.



- If you are travelling at **60 km/h** and you see a pedestrian **32 m** away from your vehicle:
  - your reaction time is **1.3 seconds;**
  - before stepping on the brake, you will already have travelled **21.7 m;**
  - after hitting the brakes, you will cover a further **18.9 m** before your vehicle comes to a complete stop.

Between the moment you see the pedestrian and the moment your vehicle comes to a complete stop, you will have travelled a total of **40.6 m**.

At that speed, it would be **impossible** for you to avoid hitting the pedestrian.

A few km/h less can sometimes mean the difference between life and death.

... the easier it is for you to carry out certain emergency driving manoeuvres.

Your vehicle cannot stop instantaneously or make a 90° turn on a dime. The more you slow down, the greater the number of possible trajectories are available to avoid obstacles, like cyclists or pedestrians.

... the greater the decrease in the violence of the impact.

For you and your passengers, an impact at:

- **50 km/h** is equivalent to falling from a **4-storey** building.
- **75 km/h** is equivalent to falling from an **8-storey** building.
- **100 km/h** is equivalent to falling from a **14-storey** building.

... the better your gas mileage.

When you drive at 120 km/h instead of 100 km/h, you are increasing your fuel consumption by 20%. Slowing down helps you save money and reduce pollution.

... the more you decrease your chances of getting a ticket.

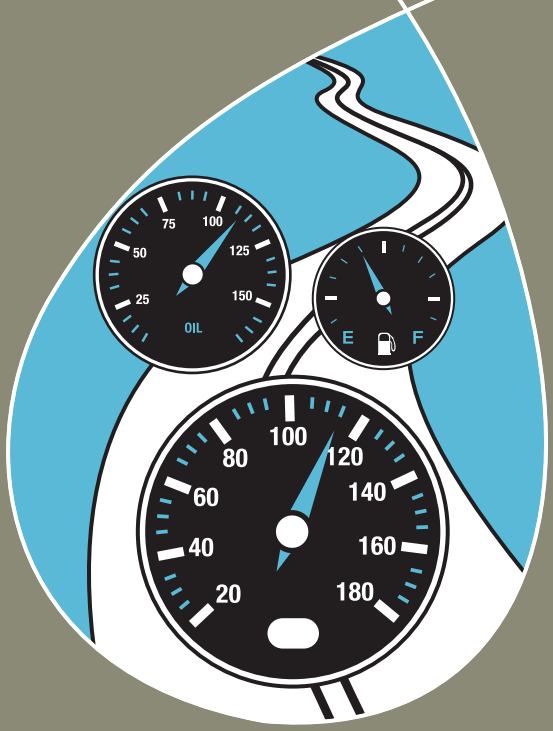
The higher your speed compared to the posted speed limit, the greater the amount of the fine and the higher the number of demerit points. Slow down, and you'll come out ahead!

We are all responsible for our conduct on the road.

Are you always in a rush?

Rushing to work...
Rushing home...
Rushing off on vacation?

Do you find yourself picking up the pace more, racing against time?



Driving faster to save time may seem logical to you, but the facts say otherwise.

Do you find yourself driving over the speed limit more often...

to make up for lost time?

Did you know?

Barely a few extra minutes!

Under ideal conditions, such as on a dry straight roadway, a street with no traffic or a trip with few stops and no construction zones…

Over a distance of **10 kilometres**

Driving at 70 km/h in a 50 km/h zone saves you barely **4 minutes.**

Over a distance of **15 kilometres**

Driving at 90 km/h in a 70 km/h zone saves you barely **3 minutes.**

Over a distance of **20 kilometres**

Driving at 110 km/h in a 90 km/h zone saves you barely **2 minutes.**

Driving a few km/h over the speed limit increases your accident risk: it's a fact!

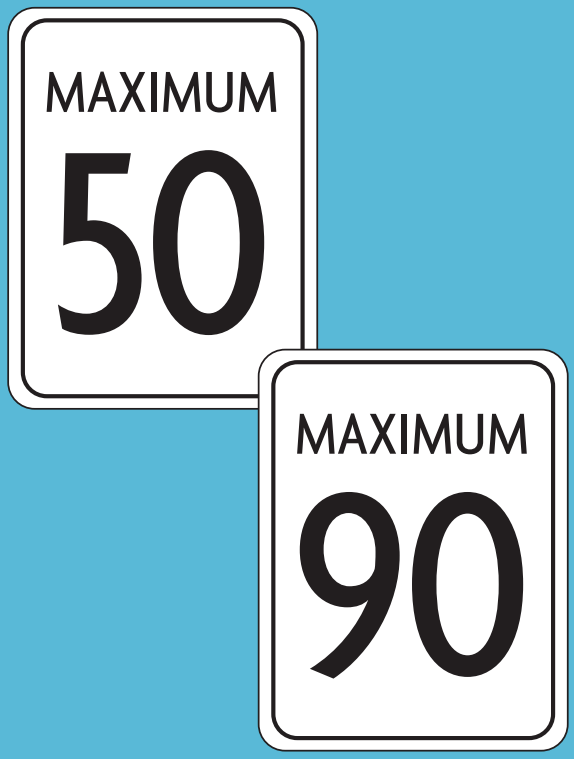
Is it really worth it to take risks to save a few short minutes?

In addition to the risk

Maximum 50 km/h

These are the zones where there are the largest number of accidents with **injuries.**

Travelling at **10 km/h over** the posted speed limit increases your accident risk **by 4.**



Maximum 90 km/h

These are the zones where there are the largest number of **fatal** accidents.

Travelling at **20 km/h over** the posted speed limit increases your accident risk **by 6.**

For more information

Québec (city and vicinity):	418 643-5506
Montréal:	514 873-7620
From elsewhere in Québec:	**1 800 561-2858 toll free** (Québec, Canada, USA)

Montréal region:	514 954-7763
Elsewhere in Québec:	1 800 565-7763

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Road Safety

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C-4865-A (09-08)