

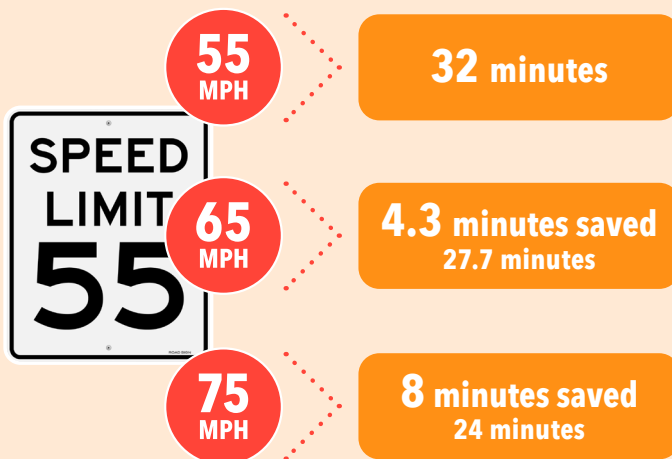


SPEED COUNTS.

SLOW DOWN.

IS SPEEDING REALLY WORTH IT?

Let's take a look at the time it takes to make a 30-mile trip at different speeds. It'll take you 32 minutes at the speed limit. Go 10 over and you'll only save about 4 minutes. Go 20 over and it saves you only 8 minutes. Is it worth it? **Leave 10 minutes earlier and avoid the stress and risk.**



For every 10 mph of increased speed, the risk of dying in a crash doubles. So if you decide to drive 80 mph instead of 60 mph, your risk of being involved in a fatal crash increases 4 times.

TIPS TO AVOID SPEEDING:

- **Plan your route.**
Advance planning saves far more time than speeding, and you'll be less likely to feel the need to speed.
- **Keep an eye on the speedometer.**
When you do the recommended mirror-sweep every 5–6 seconds, check your speedometer.
- **Be careful on cruise control.**
Set cruise control to a legal, safe speed, taking into account current driving conditions.
- **Lower fuel costs.**
Speeding, rapid acceleration and hard braking can lower fuel economy by 15% to 30% in highway driving and 10% to 40% in urban driving.

PAY ATTENTION TO WARNING SIGNS:

- **A speeding ticket or warning from an officer.** Use the experience as a warning sign that you may have developed bad habits that need adjustment.
- **Comments from passengers.** Have a backseat driver in your family? It may be annoying, but they could be telling you something you need to hear.
- **A close call.** Have you had to hit the horn, make a hard stop or swerve to avoid a collision? Analyze what you can learn from any mistakes and "close calls."